



**March 18, 2004**

- Demo Days
- Titleist Forged Irons
- Maxfli Noodle Golf Ball
- In the Bag of Todd Hamilton



**- Demo Days**

The **Professionals Golf Shop** is hosting their **8<sup>th</sup> Annual Demo Days** at the Madison Golf Center in Madison, Alabama. This is your opportunity to hit all of the latest products from golf's leading manufacturers. Featuring new products from Callaway, Cleveland, Titleist, Cobra, Mizuno, Ping, TaylorMade, Wilson, Adams, Nike, Ben Hogan, Burrows, MacGregor, and Srixon.



**Friday, March 19<sup>th</sup> from 1100a – 400p**  
**Saturday, March 20<sup>th</sup> from 900a – 400p**

**- Titleist Irons**

Titleist introduces two new forged irons. The **Forged Stainless 704.CB** is a high performance, mid size, cavity back blade iron that provides a good balance between forgiveness and shot making. The midsize blade and high volume cavity provide playability, while the traditional offset provides shot and trajectory control. The 704.CB is targeted at those players looking for contemporary blade iron performance with outstanding forged feel. Designed to produce an optimum ball flight, the sole width and inner cavity muscle of the 704.CB irons provide a lower center of gravity in the long irons, making them easier to hit. The standard loft specifications, progressive offset and consistent spin performance provide a traditional and controllable trajectory in the mid- and short irons. The 704.CB irons are available stock with True Temper Dynamic Gold steel shafts and Titleist Victory Velvet full cord round grips. Suggested Retail Price is \$899 for a set of 8 irons and availability is April 2004.



**The Pro Shop with Gary Mayes**

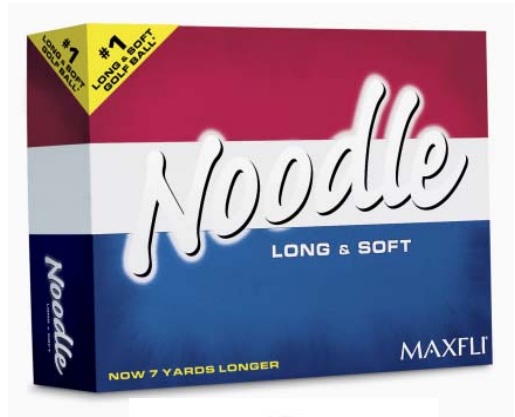
**March 18, 2004 (continued)**

The **Forged Stainless 804.OS** is a high performance, oversize iron with offset that provides game enhancement features in a traditional blade shape. The face area of the 804.OS is 3 percent larger than the new 704.CB. Its larger, higher volume back cavity provides outstanding forgiveness and playability. Enhanced offset specifications provide an easy to square face, and higher, straighter ball flight. The 804.OS is the most forgiving iron in the Titleist family. Designed for golfers that need or prefer oversize and offset performance with outstanding forged feel. The 804.OS features a shallower heel profile, rounded topline, and traditional blade-to-hosel junction to create a soft and attractive appearance in the playing position. The thicker topline width provides added confidence, proportionate to the larger head size. A wider sole, shorter hosel length and enhanced offset produce higher flying long irons. The traditional blade shape, progressive offset and stronger loft specifications provide for both length and control in the mid and short irons. The 804.OS irons are available with the lightweight NS Pro 970 steel shaft or the Titleist 3980 graphite shaft, and Titleist Victory Velvet Rubber grips. Suggested Retail Price for a set of eight irons is \$899 in steel, and \$1,080 with graphite and availability is April 2004.



**- Maxfli Noodle Golf Ball**

**TaylorMade Adidas Golf** recently announced the new-and-improved **Maxfli Noodle** golf ball with improved distance and same soft feel. Testing performed by the company claims that the new-and-improved Noodle can deliver up to seven more yards than the original. The new Noodle employs a new core-creation method that results in a soft-feeling, low-compression core that delivers the kind of high velocity off the clubface that is normally associated with a high-compression core. Additionally the new Noodle's dimple pattern and cover work in conjunction with the improved core to promote a high launch angle and low spin-rate off the driver, optimizing carry and roll to promote additional distance. Finally, the new Noodle's soft, copolymer cover blend combines an increased soft feel with improved durability. The new Noodle is distinguished by the original with new markings on the ball and packaging.



*The Pro Shop with Gary Mayes*

*March 18, 2004 (continued)*

**- In the Bag – The Honda Classic**

**“Drive for Show, Putt for Dough”**

**Winner** – Todd Hamilton

**Driver** – TaylorMade R510TP

**Putter** – Ping B60

**Golf Ball** – Titleist Pro V1

**2004 Season Leaderboard - PGA Tour**

**Driver**

TaylorMade – 5 wins,  
Titleist, Callaway – 2 wins  
Nike, Ping – 1 win

**Putter**

Titleist – 4 wins  
Never Compromise, Ping – 2 wins  
Dunlop, Odyssey, Yes! – 1 win

**Golf Ball**

Titleist – 7 wins  
Callaway, Dunlop, Precept, Nike – 1 win

Next Week ... **More New Products** ...