



April 19, 2004

- TaylorMade Fairway Woods
- Nickent Irons
- In the Bag of Stewart Cink



- TaylorMade Fairway Wood

The recently introduced **Rescue Fairway** from **TaylorMade Golf** is engineered to combine a high launch angle with high spin-rate and produce high, long-carrying, and fast-stopping shots. The new woods feature the same Pull-Face steel construction and low profile employed in the Rescue Mid. The Rescue Fairway's clubhead is a little longer from front to back than the Rescue Mid and has a wider clubface. These differences create a very deep and low center of gravity location that makes the Rescue Fairway easy to launch, and which adds forgiveness, particularly toward the toe and heel. The woods moderate offset enhances the player's ability to square the clubface to the ball and contributes to a high-yet-penetrating flight as well as solid contact and extreme accuracy. The Rescue Fairway also shares the Rescue Mid's double sole design, which reduces the amount of sole area that contacts the turf, resulting in less resistance at impact, promoting solid contact. The double sole is also generously cambered from toe to heel, easing playability from all types of lies. The Rescue Fairways are available in four models: 3 (15 degrees), 5 (18 degrees), 7 (21 degrees) and 9 (25 degrees). **Manufacturer's suggested retail price per club is \$249/graphite, \$199/steel.**



- Nickent Irons

Nickent Golf calls the new **Genex 3DX Oversize** set the smart set - combining tour-tested iron-woods along with Genex's innovative "Three Dimension Extreme" weighting in the matching mid and short irons. Conceptually structured more like a fairway wood than a conventional iron, the 3DX irons feature a lowered center of gravity that make them easier to hit and more stable at impact, with an increased launch angle, a better spin rate, and a higher trajectory. The irons feature their proprietary 3-D Weighting System which works by moving weight in three directions - lower, deeper (back from the clubface) and more towards the heel of each clubhead. This back-weighted design produces a center-of-gravity that closely matches the CG of a lofted fairway wood. By positioning more mass in the visible weight pads at the rear of the clubhead, each individual 3DX iron is fine-tuned to provide optimal launch angle and trajectory for its specific loft. Benefits include a higher launch, improved stability, and increased directional control. **Suggested retail prices are \$699 for graphite and \$599 for steel shafts. The individual ironwoods are available at \$149 graphite and \$109 steel.**



The Pro Shop with Gary Mayes

April 19, 2004 (continued)

- In the Bag – MCI Heritage

“Drive for Show, Putt for Dough”

Winner – Stewart Cink

Driver – Nike Ignite

Putter – Never Compromise GZ4 Belly

Golf Ball – Nike TA|2 LNG

2004 Season Leaderboard - PGA Tour

Driver

TaylorMade – 5 wins

Titleist – 5 wins

Callaway – 3 wins

Nike – 2 wins

Ping – 1 win

Putter

Titleist – 7 wins

Never Compromise – 3 wins

Ping – 2 wins

Dunlop, Odyssey, SeeMore, Yes! – 1 win

Golf Ball

Titleist – 11 wins

Nike – 2 wins

Callaway, Dunlop, Precept – 1 win

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