



April 26, 2004

- Precept Golf Balls
- Feel Grips
- In the Bag of Vijay Singh



- Precept PWRDrive Golf Ball

Precept Golf introduces its latest golf ball, the **PWRDrive**, a three-piece distance ball. Precept golf balls are manufactured by Bridgestone. The engineers at Bridgestone found that the elastomer polymer science used for Grand Prix racing tires could also be applied to golf balls. The dynamic response created by a tire when it contacts the road is very similar to a golf ball contacting the clubhead. With the new ball, an inner cover third layer was added to reduce side spin and increase the ball's initial velocity, allowing Precept to utilize a softer core that has more pure rubber and a soft Surlyn outer cover without sacrificing distance. In addition, the combination of these three layers creates a soft golf ball that stays on the clubface longer for a higher launch angle. The higher launch angle, lower spin rate and increased initial velocity create an ideal combination for longer, straighter golf shots. Finally, the PWRDrive comes equipped with a 432-single-dimple soft Surlyn outer cover. This cover gives the PWRDrive increased feel for a distance golf ball. **Manufacturer's suggested retail price is \$38 per dozen and street price of \$24.95 per dozen.**



- Feel "Full Release" Grip

Feel Golf recently introduced the **Full Release Grip**. The new grip basically looks like a grip that has been put on upside down featuring a reverse taper design. It was designed to promote a correct grip, allowing the left hand portion of the grip to be carried loosely in the fingers because the grip diameter is much smaller in the left hand than traditional grips. The grip can loosely be held by the fingers of the right hand due to the grip's larger diameter at the bottom of the grip as compared with traditional grips. With this patented TaperTip Technology, the grip is intended to fit comfortably and naturally in one's hands, thereby reducing the hand and wrist tension and increasing club control. The result is a proper release through impact. The grip comes in the Cross Line and Tour Wrap styles and fits on all standard shafts. **Pricing for a set of 13 grips is \$99.95 plus shipping.**



The Pro Shop with Gary Mayes

April 26, 2004 (continued)

- In the Bag – Shell Houston Open

“Drive for Show, Putt for Dough”

Winner – Vijay Singh

Driver – TaylorMade R510 TP

Putter – MacGregor Bobby Grace Amazing Grace MOI Belly

Golf Ball – Titleist Pro V1x

2004 Season Leaderboard - PGA Tour

Driver

TaylorMade – 6 wins

Titleist – 5 wins

Callaway – 3 wins

Nike – 2 wins

Ping – 1 win

Putter

Titleist – 7 wins

Never Compromise – 3 wins

Ping – 2 wins

Macgregor Bobby Grace, Dunlop, Odyssey, SeeMore, Yes! – 1 win

Golf Ball

Titleist – 12 wins

Nike – 2 wins

Callaway, Dunlop, Precept – 1 win

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