

May 24, 2004

- Ping Putter
- Birdieball Practice Ball
- In the Bag of Steve Flesch



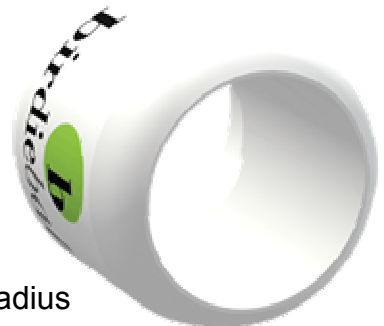
- Ping Doc¹⁷ Putter

Ping Golf recently introduced the new Doc¹⁷ putter featuring a high moment of inertia (MOI) and oversize design. The putter measures 17.02 centimeters (6.7 inches) from heel to toe and is fully machined from high-grade aluminum, creating precision lines and weight placement that expands perimeter weighting to new levels. The semicircle shape of the Doc¹⁷ positions the majority of weight on the extreme perimeter and far away from the center of gravity to create the high moment of inertia. The result is that the high MOI helps get the ball rolling sooner and straighter for more consistent putts. The Doc¹⁷ also features a thick topline and perpendicular cavity bar that helps golfers square the putter to the intended line. The precision milling of the cavity features also creates crisp, symmetric lines that further aid in alignment. The aluminum body weighs approximately 350 grams and has a electroless nickel-plated finish that creates a unique appearance with reduced glare. The Doc¹⁷ can be built to your preferred length and calibrated to one of five color codes with lie angles ranging from 2° upright to 2° flat. It comes standard with a light green Winn AVS grip. **Available later this month with a suggested retail price of \$220 each.**



- Birdieball Practice Ball

The Birdieball is a limited flight practice golf ball that feels and flies like a real golf ball. The limited flight practice golf ball resembles a dinner napkin ring and is made from a durable super polymer and are near indestructible. It spins similarly to a golf ball and flies like one but for a shorter distance. Birdieballs fly about 40 yards on average. The Birdieball is capable of hitting draws and fades. The non-dimpled surface as well as the straight sides resists flight. The radius on the leading edge and the aerodynamic hole through the center encourages flight and lift. The oscillation between the two as it rotates from air brake to airfoil makes the turbine sound. The lifting aspects help it hang in the air; the braking aspects reduce the distance it travels. The combination of the two makes it a short flight, long hang-time device. **Individual BirdieBalls are available for \$1.99 each with a dozen box available for \$16.99.** All can be purchased online at www.birdieball.com.



The Pro Shop with Gary Mayes

May 24, 2004 (continued)

- In the Bag – Bank of America Colonial

“Drive for Show, Putt for Dough”

Winner – Steve Flesch

Driver – TaylorMade R580XD Tour

Putter – Odyssey 2-Ball DFX

Golf Ball – Titleist Pro V1

2004 Season Leaderboard - PGA Tour

Driver

TaylorMade – 10 wins

Titleist – 5 wins

Callaway – 3 wins

Nike – 2 wins

Ping – 1 win

Putter

Titleist Scotty Cameron– 8 wins

Never Compromise – 3 wins

MacGregor Bobby Grace – 2 wins

Ping, Odyssey – 2 wins

TaylorMade Rossa, Dunlop, SeeMore, Yes! – 1 win

Golf Ball

Titleist – 16 wins

Nike – 2 wins

Callaway, Dunlop, Precept – 1 win

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