



June 7, 2004

- **Dunlop Golf Balls**
- **Scotty Cameron Putters**
- **In the Bag of Ernie Els**



- Dunlop Loco Pro Golf Balls

Dunlop Golf introduces the ball played on tour by John Daly. The **LoCo Pro**, designed specifically to meet the needs of Long John, offers increased distance off of the tee and the soft feel necessary for control on approach shots into and around the green. The three-piece 432-dimple pattern LoCo Pro, boasts a firm compression Polybutadiene core and DuPont™ Ionomer mantle, which combine to create high initial velocity with low spin off of the tee. On short and mid iron shots the mantle and thin soft urethane cover combine to provide golfers with increased green holding spin. Also introduced is a version of the LoCo Pro designed for moderate swing speeds. The **LoCo Pro HT** is a three-piece solid urethane ball designed for low handicap players with moderate swing speeds. The LoCo Pro HT is engineered to maximize energy transfer from the driver, giving a high trajectory (HT) launch with low spin off of the tee, but soft feel and control on approach shots. LoCo Pro HT features a unique and patented low count 272-dimple pattern designed to get the ball in the air quickly and provide additional carry for moderate swing speeds. The reduced compression Polybutadiene core and thin urethane cover deliver check and feel around the greens. The LoCo Pro and LoCo Pro HT are currently available with a **suggested retail price of \$29.99 per dozen.**



- Titleist by Scotty Cameron Red X Putters

Scotty Cameron recently introduced a new putter line. The **Red X** line of putters feature traditional mallet shapes. The putter are made from a high quality milled stainless steel body with a soft face insert made from precision milled German Stainless Steel and supported by a vibration absorbing soft elastomer material. Two models are available. The Red X has a simple, clean and compact profile with a refined single bend shaft that provides a clear unobstructed view of the ball at set-up. The Red X2 features a straight in center shaft with three red dots on the topline behind the shaft that assist in proper alignment. The Red X putters is available in stock lengths of 33, 34 and 35 inches in right hand. The Red X model is available in left hand while the Red X2 models are available in right hand only. The Red X putters are currently available with **suggested retail pricing of \$285 each.**



The Pro Shop with Gary Mayes

June 7, 2004 (continued)

- In the Bag – The Memorial Tournament

“Drive for Show, Putt for Dough”

Winner – Ernie Els

Driver – Titleist Titanium 983K

Putter – Titleist by Scotty Cameron Stainless Newport 2

Golf Ball – Titleist Pro V1x

2004 Season Leaderboard - PGA Tour

Driver

TaylorMade – 10 wins

Titleist – 6 wins

Callaway – 3 wins

Nike – 2 wins

Cleveland, Ping – 1 win

Putter

Titleist Scotty Cameron– 9 wins

Never Compromise – 3 wins

MacGregor Bobby Grace – 2 wins

Ping, Odyssey – 2 wins

T.P. Mills, TaylorMade Rossa, Dunlop, SeeMore, Yes! – 1 win

Golf Ball

Titleist – 18 wins

Nike – 2 wins

Callaway, Dunlop, Precept – 1 win

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