

# PRESS RELEASE

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## Matt Molloy Appointed President Of Rife Putters

Sanford, FL - Rife Putters reported today that, effective immediately Matt Molloy has been promoted to be the company's new President. Molloy will now oversee all of the company's day-to-day operations and determining the overall direction that Rife Putters will be taking in the future.

Replacing Molloy as COO is Chris Barfield. Barfield, has been with Rife Putters for the past two years as National Sales Manager. In addition to his COO duties, Barfield will also assume responsibilities as one of Rife's new Regional Sales Managers. Molloy has decided to divide the U.S. market into 3 regions. Chris Barfield, will be managing the Midwest Region, Dick Caverly, a long time New England area rep with companies like Taylor Made and Sonartec, will be in charge of the East Coast Region. Steve Sacks, who has been with two putters companies in the past as well as Daiwa and Goldwin, will handle the West Coast Region. With these 3 Regional Managers in place, Rife now has over 50 years of combined golf industry sales experience leading their team of 34 outside sales reps.

"We now have the right people in place to take Rife Putters to the next level," said Molloy. "They have the knowledge, experience, and talent to help Rife Putters evolve from a successful infomercial based company to a mainstream retail putter brand."

"Matt has done an exceptional job right from the start developing our overall initial business model and producing our highly successful infomercial," said Jim Barfield, CEO of Rife Putters. "He has made some very tough directional decisions along the way that continue to better position Rife Putters for a successful future. Matt truly has been the de facto President of Rife Putters for quite some time now, but he's never cared much about his title, only the success of this company. The Board is extremely pleased with the way he's grown this company over the past two years. Rife has come a long way in a very short time. With the added manpower and experience we now have, we're certain we can continue that growth and take Rife Putters to a whole new level."

About Rife Putters

Rife Putters, LLC is the true innovator behind horizontal grooved face putter technology with a patent on specifically sized grooves since 1997. These precisely spaced grooves allow the putter to gently press into the cover of the ball and grip and lift it into an instant forward roll. Guerin Rife states, "just as grooves in irons help control spin so do grooves in a putter face." Other companies are now trying to imitate this patented technology but the spacing of the grooves is the true key to the gripping and lifting effect of grooved face putter technology. Horizontal RollGroove faced putters create the truest "no skid" roll in golf no matter where you hit the ball on the putter face.

For more information on Rife Putters or their product lineup for 2007 visit their website at [www.rifeputters.com](http://www.rifeputters.com).

Media members interested in testing a Rife putter for an editorial review should contact: Joe Wieczorek: [joe@themediagroupinc.com](mailto:joe@themediagroupinc.com) or Bart Henyan: [bart@themediagroupinc.com](mailto:bart@themediagroupinc.com) of The Media Group, Inc. at (847) 956-9090.