

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Rife Putters are the #1 Choice on the Champions Tour...Again

Sanford, FL – Its official! The numbers are in and Rife Putters is back on top of the Darrell Survey on the Champions Tour. Over 30% of the field at The Ace Group Classic chose to play a Rife putter this past weekend, and amazingly not one of them was paid to do it. Rife had 25 putters in play, 7 more than the nearest competitor and had two players finish T-2nd at the event. One of which ranked #1 in Putts Per Round with a 26.3 avg. and #1 in Putts Per GIR with a 1.564 avg.

Rife's new Two Bar Hybrid has truly taken the Professional Golf Tours by storm as total earnings exceeded \$435,000 for this event.

In addition to dominating the putter count on the Champions Tour, Rife had three putters in play on the PGA Tour at the Northern Trust Open and nine putters in play at the SBS Open at Turtle Bay on the LPGA Tour.

Week in and week out several players on the PGA, Champions and Nationwide Tours rely on Rife's RollGroove™ Technology to earn their paychecks. With over \$25 Million in earnings and no endorsed players, its obvious that Rife Putters has found that for the Tour Players, winning is everything.

About Rife Putters

All of Rife's putters, including the new Two Bar Hybrid, are high-end CNC milled putters that offer the same patented RollGroove™ Technology and patent pending Lie-Aline System.

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 2008 visit their website at www.rifeputters.com

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