

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Rife Is #1 Putter On Champions Tour Captures 4 Top 10's at the Greater Hickory Classic

Sanford, FL - Rife Putters Ranked #1 on The Darrell Survey and captured 4 Top 10 Finishes at the Greater Hickory Classic at Rock Barn. With putters in the hands of the T-2nd, two T-7th Place Finishers and Dana Quigley (who had a T-10th Place Finish), Rife continued its amazing success on The Champions Tour. Rife had a total of 21 putters in play at the event, and accounted for more than \$386,000.00 in earnings.

Rife had a Top 5 Finish on the Nationwide Tour this past weekend as well. At the Oregon Classic, the T-4th Place Finisher used a Rife Two-Bar putter to finish 15 under for the tournament, just 2 strokes off the lead, and earn a paycheck for \$20,900.00.

Rife's most compelling endorsement is that week in and week out players on the PGA, Champions and Nationwide Tours rely on Rife's RollGroove™ Technology to earn their paycheck . . . all without being paid. In the past two years Rife Putters have accounted for well over \$20 Million dollars in earnings on the Professional Tours and each week that number continues to grow. Over \$20 Million in earnings and no endorsed players, Rife Putters has found that for the Tour Players, winning is everything!

About Rife Putters

All of Rife's Putters, the 2 Bar line, GR6 Series, and new Island Series putters, are high-end fully CNC milled putters that offer the same patented RollGroove™ Technology and patent pending LieAline 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 2007 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.

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