

# PRESS RELEASE

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## **Rife Putters #1 On The Champions Tour Five Top 10 Finishes at the Administaff Small Business Classic**

Sanford, FL - Rife Putters continued to dominate on the Champions Tour this past weekend at The Administaff Small Business Classic, held at Augusta Pines Golf Course. For the fourth consecutive week, Rife finished 1st on the Darrell Survey with 20 putters in play, accounting for over 25% of the field, and captured five Top Ten Finishes including 3rd, T-4 and 3 players at T-6.

Total earnings this past weekend for Rife Putters on the PGA, Nationwide and Champions Tours equaled \$517,996.90.

Rife had 8 different putter models in play at the event, which is a true testament to the effectiveness of their RollGroove™ Technology. Every golfer has their own preference when it comes to the design and look of their putter. And while Rife offers several different models, all of Rife's Putters, the 2 Bar line, GR6 Series, and new Island Series putters, offer the same patented RollGroove™ Technology and patent pending LieAline System that have made them such a huge success on Tour.

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

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.

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