

# PRESS RELEASE

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## Rife Putters Capture Victory In a 7 Man Playoff At The Boeing Classic

Sanford, FL - Rife Putters captured a history making victory on the Champions Tour this past weekend. In the first ever 7-man playoff at a PGA Tour event, Denis Watson captured a well earned victory at the Boeing Classic using a Rife 2-Bar Mallet Putter. In dramatic fashion, Denis chipped in for birdie on the first playoff hole and then rolled in a 22 foot eagle putt to capture the win. This was Denis' second title of the year, having earlier won his first major, the Senior PGA Championship at Kiawah Island SC.

In addition to the victory, Dana Quigley using a Rife 2 Bar Blade finished tied for 2nd and also finished 2nd in putts per round. Rife proved popular at the TPC Snoqualmie Ridge with over 24% of the field using a Rife Putter. Rife putters also accounted for over 37% of the purse with earnings just over \$596,800 in Seattle.

Rife had two other Top 10 Finishes as two of the T-8th Place Finishers used Rife's Cayman and Aussie putters at the event.

Week in and week out several players on the PGA, Champions and Nationwide Tours rely on Rife's RollGroove™ Technology to earn their paycheck. 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](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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