

# PRESS RELEASE

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## Rife Putters Captures Victory At Commerce Bank Championship

Sanford, FL - Rife Putters captured another victory this past weekend on The Champions Tour. The winner of the Commerce Bank Championship used his Rife putter to shoot 69 on Sunday afternoon and finish at 14 under par for the event earning a paycheck for \$225,000.00. He ranked T-4th in Putts Per Round with a 27.3 average and ranked 6th in Putts Per GIR with a 1.641 average.

For the first time ever, Rife Putters ranked 1st on the Darrell Survey with over 25% of the putters in play at The Commerce Bank Championship, and the Rife Two Bar was the also the #1 putter model in play. Of those twenty players, two finished in the Top 10 and the total combined earnings for Rife Putters was \$418,700.00, capturing 28% of the purse.

Success on the Champions Tour has come very quickly for Rife Putters. Taking a 1st Place Ranking on the Darrell Survey says a lot about a company that doesn't pay players to use their putters. Week in and week out many 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 over \$15 Million dollars in earnings on these Tours and each week that number continues to grow. With over \$15 Million in earnings and no endorsed players, its obvious 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 Wiczorek: [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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