

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Rife Putters Set To Unveil Their New Two-Bar Hybrid At The 2007 Fall PGA Expo in Las Vegas

Sanford, FL - Rife Putters announced today that they will unveil their newest innovation in putter technology, the Two Bar Hybrid at the 2007 PGA Fall Expo in Booth #1254. The Two Bar Hybrid has been quietly tested on the Champions and Nationwide tours for the past three months to great reviews. With overwhelming reports from the tour and the fall sales season upon us, we thought the Fall Expo at the Mandalay Bay in Las Vegas would be a great place to let the industry get the first look at the Two Bar Hybrid." reports Steve Sacks, Rife's Sales Manager.

"We're very excited about the new Two-Bar Hybrid," said Matt Molloy, President of Rife Putters. "The Hybrid is a cross between our very successful traditional Barbados mallet and our wildly successful Two Bar design. We've also designed a new, innovative faceplate technology that will further enhance the benefits of our patented RollGroove Technology. The Two Bar Hybrid is still fully self adjustable for weight and lie angle. I'm confident that this new Hybrid will create a new class of putters and is poised to outsell the original Two-Bar and the Barbados combined. That's how good it is."

Rife encourages all show attendees and media members to stop by the booth to demo their tour proven technology.

Week in and week out several players on the PGA, LPGA, Champions and Nationwide Tours rely on Rife's RollGroove™ Technology to earn their paychecks. 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 Wieczorek: joe@themediagroupinc.com or Bart Henyan: bart@themediagroupinc.com of The Media Group, Inc. at (847) 956-9090.

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