

# PRESS RELEASE

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## **Rife Putters Hits Trifecta**

*Volvo Masters Win, Order of Merit, and Harry Vardon Trophy*

Sanford, FL – It what now is becoming commonplace, Rife Putters had another incredible weekend on Tour! The winner of the European Tour's most coveted tournament, The Volvo Masters at Valderrama, captured victory on the second hole of a three-way sudden death playoff by sinking a 15 foot birdie putt with his Rife Barbados putter. The victory secured the European Tour Order of Merit and placed his name on the Harry Vardon Trophy for the first time, an amazing feat, considering he only played in 12 tournaments on the European Tour this season.

This victory at The Volvo Masters, moved him up to 7th Place on the Official World Golf Ranking, making him the highest ranked European player in the world.

"We are so happy for him...his play has been so consistent for the last two years, it was just a matter of time for him to have a breakthrough event," said Matt Molloy, President of Rife Putters. "He has proven himself as one of the premiere players in the world and for him to have had a Rife Putter in his bag during his meteoric rise from #141 in the world to 7th means a lot to every employee here at Rife Putters. He's a very talented player with a strong work ethic. We're just proud to be a small part of his great run."

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](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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