

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Rife Putters Captures 3 Top 10 Finishes at the Senior Open Championship

Sanford, FL - Rife Putters captured 3 Top 10 Finishes in Muirfield, Scotland at The Senior Open Championship presented by Aberdeen Asset Management. With putters in the hands of the T-4th, 8th, and 9th Place Finishers, Rife continued its amazing success on The Champions Tour. Rife had a total of 12 putters in play at this Champions Tour Major Event and accounted for more than \$288,000.00 in earnings.

To say that Rife Putters has had success at Major Championships this year is a huge understatement. A T-10th at the US Open, 5th at the Masters, 6th at the PLAYERS Championship, 2nd at the BMW PGA Championship (a Major on the European Tour), a win at the Senior PGA Championship (a Major on the Champions Tour), and now 3 Top 10's at The Senior Open Championship is an impressive feat for any putter company. What makes this feat even more remarkable is that Rife doesn't pay any of its players!

"I don't think we need to say anything," said Matt Molloy President of Rife Putters, "I think we'll just let our putters do all the talking."

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.

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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