

PRESS RELEASE

FOR IMMEDIATE RELEASE

For Information Contact:

Joe Wieczorek

The Media Group, Inc.

(847) 956-9090

E-mail: joe@themediagroupinc.com

Rife Ranks 1st in Putting and Captures a Top 5 Finish at The Stanford St. Judes Championship

Sanford, FL - Rife Putters ranked 1st in Putting Average and captured another Top 5 Finish on the PGA Tour this past weekend at the Stanford St. Jude Championship. The 4th Place Finisher used his Rife Aussie blade putter to post 6 under par for the tournament and earn a paycheck for \$288,000.00. He ranked 1st in Putts per GIR with a 1.600 average, 2nd in Putts Per Round with a 25.5 average, and 1st in Birdies with 18. His putting performance this week moved him up 16 spots on the PGA Tour Putting Average from 30th to 14th with an average of 1.753.

The 4th Place Finisher struggled with his putting earlier this season when he was forced to play another manufacturers putter due to an existing club endorsement contract. Now that he's again using his Rife Aussie blade putter, his putting average has improved significantly and he's back on top of the leader board.

On The Champions Tour

Rife continued its success on The Champions Tour at The Principal Charity Classic this past weekend where 9 players using Rife putters finished in the Top 25. Of those nine players, five finished in the Top 10. With earnings totaling over \$352,000.00, Rife captured 22% of the total purse. Rife also ranked 2nd on the Champions Tour Darrel Survey with 15 putters in play at the event.

Week in and week out 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 \$15 Million dollars in earnings on these Tours and each week that number continues to grow. \$15 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.

Media Contact:

Joe Wieczorek

The Media Group, Inc.

(847) 956-9090

E-mail: joe@themediagroupinc.com