

# PRESS RELEASE

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## **The Results Are In...One Out of Three Champions Tour Players Recommend Rife Putters**

Sanford, FL - Rife Putters ranked 1st on The Darrell Survey for the second week in a row on The Champions Tour at The SAS Championship. With 23 putters in play, accounting for 30% of the field, that means that nearly one out of every three players had a Rife Putter in their bag.

Rife putters captured 31.44% of the purse, just over \$628,000.00 in earnings, and had three players finish in the Top 10.

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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