

# PRESS RELEASE

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## **Rife, #1 Putter on the Champions Tour, Captures Four Top 10 Finishes at The Charles Schwab Cup Championship**

Sanford, FL - Rife Putters finished the 2007 Champions Tour season with a bang this past weekend at The Charles Schwab Cup Championship held at Sonoma Golf Club in Sonoma, CA. Rife captured four Top 10's, including two T-2nd Place Finishes, and had total earnings for the event of \$744,166.00, which accounted for just over 29% of the purse.

Denis Watson finished T-2nd with his Rife Two Bar Mallet and was 2nd in Putts Per Round with a 27.8 average. Rife's GR6 Series Mr. Beasley putter was in the hands of the other player who tied for 2nd at the event. He ranked 4th in Putts Per GIR with a 1.678 average. In total, Rife had 7 players, none of which are being paid to play its putter, competing at this event.

Rife Putters ranked 1st on the Darrell Survey again, marking 6 weeks in a row as the #1 putter in play on the Champions Tour, bringing to an end what has been an extremely successful season for the Florida based putter manufacturer.

"We had another very big year on the Champions Tour," said Matt Molloy, President of Rife Putters. "Six consecutive weeks atop the Darrell Survey is a huge accomplishment for us. We've had several victories and Top Ten Finishes, and well over \$12 Million in Tour earnings this past season. I'd like to thank all the players on the Champions, PGA and Nationwide Tours that placed their confidence in a Rife putter this season. Their commitment has truly paid off."

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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