

# PRESS RELEASE

FOR IMMEDIATE RELEASE

For Information Contact:

Joe Wieczorek

The Media Group, Inc.

(847) 956-9090

E-mail: [joe@themediagroupinc.com](mailto:joe@themediagroupinc.com)

## Rife Putters Continues Its "Majors Streak" with a Top 10 Finish at the 107th U.S. Open

Sanford, FL - Rife Putters continued its "Majors Streak" this past weekend by capturing a Top 10 Finish at 107th U.S. Open held at Oakmont. Rife has had at least one putter in the Top 10 at every Major event held on the PGA Tour this year.

With the course conditions and pin placements being as tough as they were for the U.S. Open, it all came down to putting. The T-10th Place Finisher used his Rife Island Series Barbados putter to navigate the treacherous greens at Oakmont and stay on top of the leader board for most of the event. The Tour Player has been as high as 1st and no lower than 4th in Putting Average on the PGA Tour since making the switch to a Rife Barbados putter near the end of last year. Rife's RollGroove™ Technology allowed him to notch his 2nd Top 10 Finish at a Major this season as he also finished T-5th at this years Masters.

Rife Putters have managed to capture at least one Top 10 Finish at every Major event held this year. They've captured a T-10th Place Finish at the U.S. Open, a 5th Place Finish at the Masters, a 6th at the PLAYERS Championship, a 2nd at the BMW PGA Championship (a Major on the European Tour) and a Victory at the Senior PGA Championship (a Major on the Champions Tour). This 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!

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 \$15 Million dollars in earnings on the Professional Tours and each week that number continues to grow. Over \$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](http://www.rifeputters.com)

Media members interested in testing a Rife putter for an editorial review should contact: Joe Wieczorek: [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.

### **Media Contact:**

Joe Wieczorek

The Media Group, Inc.

(847) 956-9090

E-mail: [joe@themediagroupinc.com](mailto:joe@themediagroupinc.com)