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January 15, 2006

## From the Sony Open ...

As the PGA Tour says "aloha" to beautiful Hawaii, eight players who played with SST PUREd clubs in their bags during 2005 finished in the top 20: Chad Campbell, Jim Furyk, Vijay Singh, Jerry Kelly, K.J. Choi, Tom Byrum. Lauren Roberts and Dudley Hart.

Roberts, who is also one of the preseason favorites to capture the Charles Schwab Cup on the Champions Tour, will still be playing on the PGA Tour at selected events. How can the *over 50* set continue to compete with the booming youngsters? Perhaps SST PURE may be the answer. Never underestimate the value of accuracy and hitting a club a precise distance. Roberts has long been known for his putting skills, so when he gets the ball within a target distance on the green he continues to "go low" in the scoring column.

As the Instruction Editor for one of golf's top three magazines, the players are very forthcoming in sharing with me inside tips and information. These players are under contract to the entire spectrum of club manufactures. Some tell their club companies they want their shafts PUREd, while others visit the SST PURE traveling Shaft Alignment Lab themselves.

Players are constantly trying out new equipment on the three days leading up to each tournament. The question is, when someone hands a pro four drivers to test, how in the world could they properly evaluate them if each shaft was randomly inserted in the hosel?

By having each shaft analyzed by SST on its proprietary, computerized process, a shaft's most stable orientation point is located. This is the only position that eliminates harmful oscillations that cause off center hits.

After PUREing, each shaft is correctly inserted in the hosel. When a pro tests a group of clubs that have been PUREd he gets a true evaluation of how that club works for his specific game.

So that is great for the pros ... but they get the best of everything, right? True, but it is also great for amateur players, who can have their local SST PURE licensee PURE their current clubs on the very same equipment used on Tour. Every golfer has clubs in their bag they just don't trust, but even some of the good ones may also be the victim of random shaft insertion. The personalized computer printout that is provided for each SST PUREd shaft shows the dramatic before and after results. You won't believe the difference. No wonder the players on the PGA Tour call SST "The Pro's Competitive Edge."



## 2006: The Year of the Shaft

SST has coined 2006 "The Year of The Shaft" because starting in March, SST will have the only legitimate story to tell about making clubs more forgiving. The new USGA Motion Of Inertia ruling means that because all drivers will be limited to a maximum COR and a maximum size and volume, manufacturers won't be able to claim their clubs are more forgiving than their competitors'.

But the USGA already ruled that SST PURE Shaft Alignment conforms to the Rules of Golf. SST does not manufacture shafts – the proprietary process just makes all shafts perform better, period.

### GREAT NEWS FOR AMATEURS

Every amateur player has clubs in their bag they don't trust. The club just does not perform up to their expectations even though they make the same swing.

The SST PURE process analyzes any shaft and positions it in the most stable orientation. SST PUREd lets your shafts work with you, not against you. That's why players on all the Tour call SST "The Pro's Competitive Edge ©." Every SST PURE licensee has the same proprietary computers and equipment to analyze an amateur's shafts as the SST PURE technicians utilize on the PGA Tour. Players with SST PUREd clubs in their bags won more than \$56 million in 2005 and are already ahead of that pace this year.

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