

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Q-Roll Golf's FireBird™ Putter Achieves an “All Time System Best” with Swing Dynamics

PALM BEACH GARDENS, FL. – There have been a lot of claims made recently by a lot of putter manufacturers that their putter produces the “ideal roll” or achieves “maximum efficiency.” What exactly does this mean? Not sure? Well you’re probably not alone. Empty claims like this, with no statistical data to back them up, can be made all day long and most of the time they’re meant to simply catch our interest while not really providing any information at all.

Length, loft, lie, swing-weight and MOI are all said to play an important part in achieving the “best roll” from a putter. As a matter of fact, a major national golf publication recently published information stating that, “the ideal putter launch angle (loft) is 4 degrees.” Well I’m sorry to say that all of the companies who claim to have the best putter on the market and all the people who claim to know what circumstances create the “best roll” will need to take a back seat to Club Designer Larry Garcia and the Radius Face Technology of his Q-Roll putters. Why you ask? Because Q-Roll’s FireBird™ putter just recently achieved an “All Time System Best” in independent testing conducted by Swing Dynamics. “In fact, we’ve never hit a 10 foot putt on a 10.7 Stimp Meter better than we did with this putter, it’s an industry first,” said Andrew Tarlow of Swing Dynamics. “Even on off center heel & toe hits, Q-Roll’s FireBird™ putter held the putting line better and proportionally gave more true roll energy than any other putter we’ve tested to date,” which says a lot considering the number of putters Swing Dynamics has tested over the years.



“Lofted face putters are the dinosaurs of the golf industry”, said Larry Garcia of Q-Roll Golf, “that technology was first created back in the 1960’s to accommodate the bumpy greens of yesteryear. The lofted face putter was designed to get a golf ball up on top of the putting surface as quickly as possible so that the effects of the imperfections of the greens would be minimized. Today’s greens are nothing like the greens of 30 or 40 years ago. Now you want to get the ball rolling forward and on line as quickly as you possibly can. This is Modern Technology For Modern Greens™.”

Q-Roll Golf is on the cutting edge of technology with its Patented Radius Face putters that are designed to strike the golf ball above it's equator producing immediate topspin and a true and more accurate forward roll towards the hole.

“There are a few companies out there right now that are claiming to produce immediate topspin and very little or no skid at all,” said Garcia, “but we’ve outperformed every one of them and we have the test results from Swing Dynamics to prove it. And that makes all the difference in the world.”

Q-Roll Golf will be launching their brand new “Celebration™” series of putters at the 2005 PGA Merchandise Show in Orlando, January 27th thru the 30th at the Orange County Convention Center in Booth #4944 and at the ETC Putting Green Area during the Show.

In addition to the Show, Q-Roll will be attending the Demo Day on Wednesday, January 26th at Orange County National and attendees will be able to sample the Radius Face Technology of Q-Roll’s putters first hand. Look for the Q-Roll tent near the Short Game Practice Area.

Q-Roll’s Press Conference for Media Members will be held on Thursday, January 27th at 1:30 p.m. and all are invited to attend.

No stranger to Design Awards, Q-Roll putters have already received several Rankmark “Best of the Best” Awards as well as two Players’ Choice Awards from Pub Links Golfer Magazine in nationally administered hands-on player testing in the past year.

New Celebration™ Series “Wave™” & “Monarch™” Putters

New for 2005, Q-Roll will be introducing two new models in its “Celebration™” series of putters. Both the “Wave™” and “Monarch™” putters are 100% Milled from 6061 Aluminum by a CNC milling machine and feature Q-Roll’s Patented Radius Face Technology along with special alignment “waves” or “directional bars” to improve alignment. The “Celebration™” series of putters will be offered in 5 unique colors.

The 2005 lineup includes the Wave™, Monarch™, QP2000™, QP4000™, Mr. Two™, and the FireBird™. All putters are 100% Milled and Made in the U.S.A.

For more information on Q-Roll Golf call 1-866-QROLLGO or visit their website at www.qroll.com.

Media members interested in meeting with representatives of Q-Roll Golf for an interview during the PGA Show or testing any of the Q-Roll putters for an editorial review should contact Joe Wiczorek of The Media Group at (847) 956-9090 or e-mail joe@themediagroupinc.com