



May 31, 2004

- Innovex Irons
- Eidolon Wedges
- In the Bag of David Toms



### - Innovex RLS Irons

Innovex Golf introduces the new **Revolutionary Loft System (RLS)** irons, a set that was designed to allow golfers to be more distance accurate from a wide range of distances. This is accomplished through the irons loft setup featuring a 5° gap between the longer irons and a 4° gap between the scoring irons. This allows for a more consistent distance progression through the set and greater accuracy in the short irons and wedges. The RLS irons come in an 11-piece set that includes five wedges. The irons are made from soft 431 stainless steel offering a solid feel and lie and loft adjustability. The mid-size, cast cavity-back design provides an extremely stable clubhead while the additional mass of weight behind the face helps maintain feel. The irons have a moderate offset progression to produce a higher trajectory in the long irons and a more penetrating ball flight in the wedges. The irons are available on a "per club" basis with the price for an **individual Innovex RLS iron with standard shafts set at a suggested retail price of \$62.50 each**. The standard shaft selection includes the AccuFLEX shaft, True Temper Dynamic Gold, TX90, Harrison Professional, and Harrison Star Plus Graphite. The upgraded shaft is the Harrison Striper Ti, which sells for a suggested retail price of \$75.00 per club. Also, there is never an up-charge for grips - Innovex grip by Lamkin, Crossline, G3, G3 Quartercord, Perma-wrap Classic, and Winn Excel XF are all available at no additional charge.



### - Eidolon V-SOLE Wedges

Eidolon Golf offers the **V-SOLE™** wedges incorporating patented technology that utilizes two distinct bounce angles in the sole, a feature that makes each wedge more versatile than conventional wedges that only have a single bounce angle. The wedges are available in 52, 56 and 60 degree lofts. The heads are precision cast from mild 8620 carbon steel and feature CNC-milled faces and grooves. The heads are satin polished to prevent glare and plated, first with two layers of nickel for a soft surface feel, and then chrome so that it won't rust. Eidolon's standard shaft is the Rifle® Spinner® by Precision®, available in Regular and Firm flexes, and two grips are offered, the Royal® Perf Wrap and Classic V Comfort Cord. Eidolon Golf backs up its wedges with a unique "Satisfaction Guarantee". Any customer that doesn't think his new Eidolon wedge is the best he could have chosen can return the wedge to the company and they'll replace it with whatever competing product the customer wants. Additionally, the company offers a Lifetime Warranty on the wedges. The company will repair or replace any Eidolon product for the life of the original registered owner. The V-SOLE™ wedges are currently available with manufacturer **direct pricing of \$119 each and \$109 each with purchase of three or more**.



*The Pro Shop with Gary Mayes*

*May 31, 2004 (continued)*

**- In the Bag – FedEx Classic**

**“Drive for Show, Putt for Dough”**

**Winner** – David Toms

**Driver** – Cleveland Launcher 400

**Putter** – T.P. Mills

**Golf Ball** – Titleist Pro V1x

**2004 Season Leaderboard - PGA Tour**

**Driver**

TaylorMade – 10 wins

Titleist – 5 wins

Callaway – 3 wins

Nike – 2 wins

Cleveland, Ping – 1 win

**Putter**

Titleist Scotty Cameron– 8 wins

Never Compromise – 3 wins

MacGregor Bobby Grace – 2 wins

Ping, Odyssey – 2 wins

T.P. Mills, TaylorMade Rossa, Dunlop, SeeMore, Yes! – 1 win

**Golf Ball**

Titleist – 17 wins

Nike – 2 wins

Callaway, Dunlop, Precept – 1 win

Next Week ... **More New Products** ...