



July 2009 Tour Report

Great Solus Play!!!

At the **3M Championship**, we had a great week. Congratulations to **Steve Thomas** for his 5th place, **Gene Jones** for 10th and **Bruce Fleisher** for 16th!

At the **Senior British Open**, **Gene Jones** finished 19th.

At the **US Senior Open**, **Gene Jones** finished 28th
& **Bruce Fleisher** 49th...
and that's out of 160 starters.

PGA Tour

Well it is official, the PGA Tour has agreed to follow the USGA's new mandate regarding the "groove configuration" and signed the new rule into effect for 2010. Game on!!! We all know that the months to come will be filled with testing, testing and more testing and you know the "Big Four" will be altering contracts for 2010 trying to force player loyalty. And "little ol' Solus" will once again be in "irritation" mode with the new "TOUR TEN" wedge design. This will be another interesting chapter for the Solus tour reports as they track our every move though the player line up!

Personally, I can't wait! This USGA mandated change will have a tremendous impact on all players and how the game is played. Of course, the number one player in the world has already changed and has been playing the new grooves in his wedges since he returned to the tour this year. With his talent, you barely notice any difference.

We have been working on our new "Tour Prototype" product for the past few months and we are on an aggressive time line to have this process complete and wedges for player testing by the middle of August.

The Solus TOUR TEN is bringing a new look and shape while incorporating the Solus Tour proven technology. These changes have been driven by player request and demand... and we listened... and will begin testing this completely re-designed wedge on the PGA Tour in the next few weeks.

Once again, Solus will have a distinct advantage in performance.

With all of that said, we received the first brass master tool and CNC mock up of the new TOUR TEN 56°. It is outstanding. Absolutely beautiful! I could go on and on. It's a dream come true for me. It's hard to tell a lot from photos, but take a look.



After inspecting it from every angle, I let a few close friends have a sneak preview and provide feedback. We are right on track according to them!

It wasn't long before there was a real buzz around the trailers and practice tee. I kept the tool close and didn't let just anybody look. As you can imagine, the past several weeks since it was announced that the grooves would change for 2010, demand had dropped almost completely off. Everyone is waiting for the new grooves. It was driving me "crazy" - well "crazier" than I already am! Solus and I were in real need of a boost and this Master Copper has done the trick.

Here's a side by side comparison of the new TOUR TEN and the Tour 7.1.



The rumors within the player ranks about the groove issue were really guarded and withdrawn. In fact, the biggest talk was whether or not the new rule would even go into effect for 2010. The big boys started flexing their muscles and making their stance known. Ping started the ball rolling. Just before the announcement was made by the PGA Tour they sent out several position papers against the change. Displeasure from all of the major companies followed and testing almost completely stopped. The issue was definitely on the back burner, hoping it would go away.

Well, it didn't and now they find themselves slightly behind the eight ball in starting the process back up.

I introduced the new look to 53 players at the John Deere Classic, 16 of which were Titleist staffers. I felt like I needed to start here and see what they had to say. I wish I had a recorder so I could share the feedback. It was amazing. The "heel" or "par area" and "shape" were the two biggest changes that received the most attention from the players.

I will not mention any names, but I think you are all aware of those who have tried very hard to "knock us off" in the past... now they are coming over and making really nice comments regarding our new design. I am very excited.

One of our best friends and players Bo Van Pelt, had his first victory on the PGA Tour, winning the US Bank Championship in Milwaukee in a two hole playoff. Although we are sorry that Solus was not a part of his first win, we still wish Bo all the best in the future. Bo has been a Solus player since 2004

and just recently this year because of contract issues, had to pull the Solus out of play.

Nippon Shaft Company has made a return to the PGA Tour. This time with heavier shaft offerings and different flexes for the tour... and a number of new wedge shafts! Nippon hired a really good friend of mine, Lee Oyer. Lee worked for Titleist for many years managing the demands of the Nationwide Tour. Lee has been around the horn with wedge design. He brings a wealth of knowledge to the shaft segment which is why Nippon had the interest. We will work closely with Lee through our testing and will tap into his knowledge and player base through the process. There are always new things to learn and I personally am looking forward to working alongside Lee and his new Nippon Shafts. The shafts we will begin with are in the weight range of 105, 115 and 125. These weights are perfect for our wedge! Take a look.



Champions Tour

3M Championship: The boys were tuning up their games getting ready for the Senior British Open. Bruce Fleisher picked up two Tour 7.1 53°'s while Tom McKnight snatched up a fresh Series 4.1 56° and 61°. Jay Sigel wanted to test a Tour 7.1 56° to complement his 59°.

The latest rumor that continues to buzz around is that the PGA Tour is looking to buy the LPGA Tour? Not sure!

The announcement has been made that a new sponsor has made a commitment to a new event on the Champions Tour for 2010. It will be contested in South Korea. This new sponsor has already put down a sizable amount of money to let the tour know they are serious. They have committed to fly 55 players, wives, caddies and tour reps to the event, at their expense. I would say that is "serious" wouldn't you?

Senior British Open: Mike gave it a go again this year, attempting to qualify for the British Senior Open but just couldn't get it done. We wish Mike the best of luck in the future!

But he did an excellent job of making new friends for Solus. Simon Owen picked up a Series 4.1 56° and Dennis Sullivan a Series 4.1 61°.

Angel Franco sought out Mike for a Series 4.1 59° and old friend and Solus player Tony Johnstone put a Tour 7.1 56° in play.

Chris Hooper had three Tour 7.1's in play this week and introduced us to a new player, Mike Hardwood. He picked up a Series 4.1 56° and John Chillas took a Series 4.1 61°.

Gordon Brand added another Solus to his arsenal picking up a Series 4.1 61°.

All in all it was a great showing for Solus in one of the biggest majors on tour.

US Senior Open: The USGA provided another perk for the reps by feeding them this week! Mike said the food was excellent! This little perk was a new twist this year for the boys!

Solus players Javier Sanchez and Bruce Fleisher both picked up a new Tour 7.1, Javier took a 59° and Bruce a 56°.

Steve Thomas approached Mike and made a rather bold statement, "Either pay me to play the Solus Wedges or I will pull them out!" Long story short, he pulled all four Solus wedges out of play and replaced them with a new set of Vokey's. All of us at Solus wish Steve the best of luck in the future. It will be fun to track his short game performance over the next several weeks to see how the Vokey's compare to the Solus. For the record, Vokey is not distributing any cash for play on the Champions Tour [except for Jay Hass who is a Titleist staffer]. Oh, by the way, Steve finished T58 this week.

To round up the week Noomichi Ozaki put a Series 4.1 53° in play and Gordon Brand picked up another Series 4.1 adding a 47° to his bag! Gordon Banister put a Series 4.1 56° in the bag as well!

All in all it was a very good month for Solus!

The wedge distribution on the PGA Tour has dropped off completely. Players are just riding out what they have knowing that the change will need to be made toward the end of the season.

It is surprising that many players have already decided to make the change and have started working with the new grooves. Personally, I cannot wait for the Solus technology to be available. We will definitely outperform the others in ball spin rate and shot control.

Until next month... be safe!

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