

TaylorMade Golf Launches New Ghost Tour Putter Series

Validated on the PGA Tour, Easy-to-Align White Putters Offered to Consumers in New Premium Finish

CARLSBAD, Calif. (January 4, 2012) . From the category that pioneered white technology, TaylorMade Golf today unveiled its 2012 Ghost Tour putter series, a collection of six tour-proven models that have been carefully refined and given a more durable white finish to eliminate glare and provide a high contrast against the green turf for easier aiming.

Included in this year's offering are three mallets (Ghost Tour Corza, MA-81 and FO-72) and three blades (DA-12, DA-62, SE-62). The same models found in bags of Tour professionals worldwide, the new Ghost Tour putter series will be available to the public for only \$159.

Tour-proven and premium performance has never been more affordable, said Michael Fox, TaylorMade Golf's product marketing manager for putters and wedges. Players at all levels are finding performance benefits from the white heads.

Working extensively with PGA Tour players, each model has been carefully shaped to extenuate every detailed curve and edge. Each is engineered with four degrees of loft under the advisement of PGA Tour coach and TaylorMade teaching professional, Dave Stockton.

New to this year's line is the incorporation of adjustable sole weights (except Ghost Tour Corza) which allows the golfer to add or remove weight to customize feel. The two weights can be adjusted using the same TaylorMade torque wrench that has been in the marketplace since 2004. A separate weight kit and torque wrench will also be made available at retail for \$25.

The classically beautiful shapes, improved white finish and moveable weights put the Ghost Tour series putters in a class of their own, said Stockton. We encourage my students on Tour and all golfers to find a putter with the proper loft and an insert that gets the ball rolling quickly toward the hole. The Ghost Series fits the bill and is incredible easy to aim with the white finish.

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