



PRESS RELEASE

PING expands product line to widen appeal to all golfers

July 29, 2010: In a year that has seen significant market share gains for the company in several key categories, PING announced today further expansion of its award-winning product line, according to John Solheim, PING Chairman & CEO.

The new introductions include the K15™ Series, Faith® Ladies Series, S56™ irons, Tour-S™ wedges and Scottsdale™ Series putters.

“This launch is especially exciting because of the variety of products we’re bringing to golfers,” said Solheim. “From the super-game improvement K15s to the tour-proven S56 irons and Tour-S wedges, we’re reaching golfers of all abilities with our newest technologies. Our putter lines also promise to catch the attention of golfers for their bold new looks and exceptional performance.”

Two of the new products already have a major championship linked to their names. PING pro Louis Oosthuizen played the new S56™ irons and Tour-S™ Rustique wedges during his dominating performance at the British Open. Both products were added to his bag in the weeks leading up to the year’s third major.

“We couldn’t have dreamed of a better story leading up to this product introduction,” added Solheim, who attended The Open Championship at St. Andrews. “Tour validation for new product is important to its success. When it’s used to win a major before it’s officially introduced, it has a tremendous impact.”

In addition to the blade-style S56™, the company also launched its first forged iron in more than 40 years. The Anser® iron (Available November 2010) carries the same name as one of the early models Karsten Solheim produced before he transitioned to the popular investment casting process. The newest version, launched in Japan earlier this year, is forged from 8620 steel with a tungsten sole that delivers feel with forgiveness.

“The new Anser® iron is very exciting for us,” said Solheim. “We’ve pushed the forging process to a new level and created performance not previously associated with a forged club. It’s a beautiful golf club that has created a lot of interest from golfers around the world.”

John K. Solheim, who leads the company’s product development efforts as Vice President of Engineering, believes the addition of the K15™ Series to the company’s market-leading G and i families will help golfers better determine the technology best suited for their games.

“Our current line is ideally segmented to appeal to every level of golfer,” he said. “The new K Series appeals to golfers who simply want to hit the ball straighter. We’ve focused a lot of the technology in that series toward helping golfers achieve that goal. The Straight Flight™ Technology concept is centered on equipment that brings golf shots back on line and back in play. The added benefit for many of those golfers is that a straighter ball flight goes further as well. With the combination of the K15’s technology and custom fitting, golfers will be finding their ball in the fairway and on the green much more often.”

New product descriptions and technical specifications:

K15™ Driver & Fairway Woods

The K15™ Series is engineered to help golfers bring their shots back on line and back in play. Using an innovation known as Straight Flight™ Technology, PING engineers developed the super-game-improvement line with product features that promote straighter and longer ball flights. In the driver and fairway woods, this is achieved by concentrating more weight in the sole near the heel. This visible technology helps players rotate the club face to a more square impact position, which provides straighter shots. The larger head and face profiles of both the driver and fairway woods result in higher MOIs for greater forgiveness and increased ball speeds.

- Drivers available in 9.5°, 10.5° & 12° lofts
- TFC 149D graphite shaft flexes: L, Soft R, R, S and X

- Fairway Woods available 3, 5, & 7 woods
- TFC 149F graphite shaft flexes: L, Soft R, R, S & X

K15™ Iron/Hybrid Set

The K15™ iron/hybrid set allows golfers to customise their sets to bring improved ball flight and consistency to their games. The set configuration offers 5- and 6-irons as well as 5 and 6 hybrids to provide blended set options for golfers who prefer hybrids to mid irons. A multi-metal iron design combines a large, lightweight titanium face with a 17-4 stainless steel body to increase both forgiveness and launch conditions. Weight saved from the titanium face is allocated to the sole and perimeter to achieve more accuracy and higher ball flights.

Available in 3H, 4H, 5H and 6H, the K15™ hybrids provide easy-to-hit alternatives to long and mid-irons. They rely on an extremely high MOI and a patent-pending feature that creates lower spinning, higher launching shots that fly higher, longer and straighter.

- Irons available 5-9, PW, UW, SW & LW (AWT steel or TFC 149i graphite)
- Hybrids available 3H, 4H, 5H & 6H (TFC 149H graphite shaft only)

- AWT steel shaft flexes: Soft R, R, S and X
- TFC 149i graphite shaft flexes: L, Soft R, R and S

Faith® Series

Engineered especially for women, the Faith® Series ensures high-launching, longer-carrying shots for slower swing speed players. The titanium driver, which is offered in 12° and 14° lofts, features internal weighting to promote a natural club rotation to square for improved accuracy. Its companion stainless steel fairway woods (3, 5, 7 & 9 woods) offer women an easy-to-hit alternative to long and mid irons. A blended iron/hybrid set (5H, 6H, 7-9, PW, UW, SW) provides the forgiveness and consistency to hit more greens. The ultra-light PING ULT 200 graphite shaft, which features optimal torque for improved feel and a lower kick point for higher launch, is standard. Three new Faith® insert putters are also available.

Faith® Drivers

- Available in 12° and 14° lofts
- Standard shaft: ULT 200 Ladies graphite

Faith[®] Fairway Woods

- Available in 3, 5, 7 and 9-woods
- Standard shaft: ULT 200 Ladies graphite

Faith[®] Iron/Hybrid

- Irons available 7-9, PW, SW & LW (ULT 200 Ladies graphite shaft only)
- Hybrids available 5H & 6H (ULT 200 Ladies graphite shaft only)

Faith[®] Putters

- Anser[®], Craz-E[®] and Wack-E[®]

S56[™] Irons

Already a major winner, the blade-style S56[™] iron appeals to players who put a premium on shot control. A steel body design with variable tungsten toe weighting positions the CG for higher launching long irons and more controlled, penetrating trajectories in the short irons. Its patent-pending Stabilizing Bar[™] Technology varies in width throughout the set to optimise each iron's CG location. Machined face and grooves ensure consistent performance and precise control.

- Available 2-9, PW
- Stock steel shafts: Dynamic Gold[®] (R300, S300, X100) and KBS Tour[™] (R, S and X flexes)
- Stock graphite shaft: TFC 149i (L, SR, R & S flexes)

Anser[®] Iron (AVAILABLE NOVEMBER 2010)

A forged, multi-metal design, the Anser[®] iron combines an 8620 steel body and tungsten sole to provide unequalled forged-iron performance. The face and grooves are machined for added spin and control. Its hollow sole cavity design improves feel and provides precise placement of the CG for higher launching iron shots. The progressive set design offers forgiveness in the long irons and greater control in the short irons.

- Available 3-9, PW
- Stock steel shaft: Project X[®] (5.0, 5.5, 6.0 & 6.5)

Tour-S[™] Wedges

With multiple victories, including being in the bag of The Open Champion, the Tour-S[™] specialty wedge provides golfers versatility and creativity around the green and on short approach shots. Its machined face and grooves are engineered to optimise spin for greater control. The traditional shape of the heads features tour-inspired sole geometry for enhanced shot making from all conditions. Its vertical Custom Tuning Port angles toward the back surface to increase the perimeter weighting for added forgiveness. The soft 8620 steel of the Rustique model ensures exceptional feel around the greens. Its finish tarnishes and rusts naturally over time.

- 17-4 Stainless Steel w/Brushed Silver Chrome finish available in 47°, 50°, 52°, 54°, 56°, 58°, 58°TS, 60°, 60°TS and 64°TS lofts.

- 8620 Steel w/Rustique finish available in 52°, 56° and 60° lofts.

- Stock steel shafts: Dynamic Gold[®] (R300, S300, X100) and KBS Tour[™] (R, S & X flexes)
- Stock graphite shaft: TFC 149i (L, SR, R & S flexes)

EYE2[®] XG Wedges (AVAILABLE OCTOBER 2010)

The best-selling EYE2[®] wedges are upgraded with precision-milled, conforming grooves for precise distance control. The EYE2[®] XG preserves the classic look and performance features of the Tour-proven design while giving golfers the added confidence to play delicate shots around the green, including deep bunker escapes. The perimeter weighting and sole contours optimise

we forgiveness and playability to ensure versatility from any condition. A non-glare, satin finish provides a high quality appearance.

-Available: SW and LW

-Stock steel shafts: Dynamic Gold® (R300, S300, X100) and KBS Tour™ (R, S & X flexes)

-Stock graphite shaft: TFC 149i (L, SR, R & S flexes)

Scottsdale™ Series Putters

In the Scottsdale™ putters, a solid feel and consistent response come from an innovative insert developed after extensive player testing. Made of thermoplastic elastomer (TPE) with a face appliqué, the insert delivers a soft yet solid feel and crisp sound for assured putting. The combination of TPE and expanded perimeter weighting properties results in improved feel and truer roll. Optically pleasing alignment aids and longer sightlines translate to improved accuracy. A dark charcoal PVD finish and polished sole creates a prestigious appearance.

-Available in 14 models: Anser®2, B60™, Craze™, Half Pipe™, Hohum™, Pickemup™, Pickemup™ B, Pickemup™ L, Tomcat™, Wolverine™, Wolverine™ C, Wolverine™ H, Y Worry™ and ZB®.

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