



## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

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## **AN EPIC® PERFORMANCE AT THE MASTERS CHAMPION USES EPIC SHAFT FOR WIN**



Memphis, TN...With the Epic shaft by Grafalloy in his driver, fairway wood, and hybrid, the 2008 Masters Champion led the field in driving accuracy on his way to his decisive first major title. In a week with driving control and distance at a premium, the Epic shaft with Nanofuse technology helped keep the winner in play and in position to handle the difficult conditions at Augusta National Golf Club. Commenting on the winner's incredible success off the tee this week, CBS analyst Jim Nantz simply stated, "The greatest strength of the week for him...his driving." Nick Faldo followed up noting, "[The champion] has basically driven the ball better than anyone, with his cumulative of driving distance and accuracy, he will beat everybody by miles and that has been his absolute number one club this week."

The Epic shaft with Nanofuse technology is a truly revolutionary breakthrough in the use of materials and design for golf shafts. "With Nanofuse, we have introduced an entirely new material into golf shaft design that offers the advantages of both steel and graphite into one unique technology. Plain and simple the ball flies as far if not further than traditional graphite, but on a demonstrably straighter line. It is no surprise that this shaft has had great success on courses where driving the ball long and straight are at such a premium," comments Chad Hall, Senior Director Sales and Tour Operations.

The test results speak for themselves. Through extensive robotic and player test data, Epic has shown to produce not only increased distance off the tee, but also delivers a 35% improvement in shot dispersion when compared to graphite shafts on the market today. This combined improvement in distance and accuracy results in as much as 15-20 yards closer to the pin off the tee. Additional product information and images are available at [www.epicshaft.com](http://www.epicshaft.com).

The Epic series of shafts, for drivers, fairway woods and hybrids are designed and manufactured by True Temper Sports, the leading manufacturer of golf shafts in the world and consistently the number one shaft on all professional tours globally. The Company markets a complete line of shafts under the True Temper®, Grafalloy® and Rifle® shaft brands, and sells these brands in over thirty countries throughout the world. True Temper Sports is proudly represented by over 1,000 individuals in ten facilities located in the United States, Europe, Japan, China and Australia.

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