



## **POWERMETAL NANOMETAL INNOVATIONS HELP PING REDEFINE PUTTER INSERT TECHNOLOGY**

**CARLSBAD, Calif.** (January 28, 2010) – With the release of the new Ping iN and JAS Series putters, PowerMetal Technologies has once again shot to the forefront of golf equipment innovation. PING's 10 iN Series putter models, as well as both models in the JAS Series, utilize PowerMetal's Nanovate™ technology to house incredibly strong yet lightweight inserts capable of replicating the firm impact of steel.



In an increasingly competitive field of putter inserts, the first-of-its-kind Nanovate™ technology has separated PING from the pack. The 17-4 stainless-steel body of each iN model holds a polymer face insert plated with nano-nickel, and PING's designers were able to save an impressive 40 grams from the weight of the putter face thanks to PowerMetal's Nanometal Polymer technology. The resulting weight has been moved deeper into the head and along the perimeter to increase forgiveness and improve roll. To make up for the weight lost in the face, the new insert technology allows the putter to retain both a sound and feel similar to steel, offering the best of both worlds.

"Unlike plastic polymer inserts, what we have been able to create with PING is an insert that offers both the feel and durability of a solid metal," said Andrew Brutlag, PowerMetal Product Development Engineer. "Our Nanometal Polymer technology creates an outer shell about the insert that is incredibly dent, wear, and corrosion resistant."



Critics have been quick to praise the innovative insert technology within the iN Series models. "With this series, finally new life has been breathed into the archetype," raves a recent review in Golf Digest's 2010 Hot List Equipment issue.

Having already influenced golf club technology with their combined effort with Graffaloy to create the EPIC shaft, as well as redefining developments in baseball bat and racquet design, PowerMetal's Nanovate™ materials continue to provide manufacturers with the opportunity to create game-changing products. PowerMetal's technology is capable of altering the molecular structure of metals and alloys into a nanocrystalline structure through a patented electro-deposition process providing tremendous strength improvements at a fraction of the cost.





**About PowerMetal Technologies:**

PowerMetal Technologies, Carlsbad, California, is an advanced materials nanotechnology applications company and a leader in both the development and commercialization of nanotechnology for the sporting and consumer goods industries. PowerMetal Technologies, which was named the nation's top ranked nanotechnology start-up company specializing in sporting goods by LUX Research, has an extensive intellectual property portfolio, with more than 70 worldwide patents that cover both products and processes. Based in Carlsbad, California, PowerMetal collaborates with industry and brand leaders to design and develop nanometal components that deliver unique properties that enable companies to create breakthrough products that significantly enhance their product's performance. PowerMetal has partnered with several companies including True Temper's Graffaloy division, the leading shaft manufacturer in golf to launch the EPIC shaft and with HEAD racquet sports, the world's No. 2 racquet sports company to introduce the HEAD Metallix series of racquets. To date the EPIC shaft – enabled with a proprietary Nanofuse technology which combines the lightweight performance of graphite and the strength of steel – has been used by more than 100 Tour professionals. Earlier this year, the winner of the Masters used the EPIC shaft in his driver, fairway wood and hybrid club to surpass the competition in driving accuracy en route to winning the season's first major at Augusta. The HEAD Metallix racquet was named the 2006 best game improvement racquet on the market. Made of a specially designed matrix of carbon fibers and a new crystalline metal alloy that is 1000 times smaller than that of typical metal, the Metallix series is the lightest and strongest racquet on the market. Currently, the world's No. 1 and No. 2 squash players and the World Champion racquetball player rely on HEAD's Metallix series.

For more information on PowerMetal Technologies, Inc. please visit the company website:

<http://www.powermetal.com/>