

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Rife Captures Back-to-Back Victories On The Champions Tour

Sanford, FL – Rife Putters captured its second playoff victory in as many weeks on the Champions Tour at the AT&T Champions Classic this past weekend. Denis Watson, who began the final round sitting in 20th Place, fired a final round of 65 on Sunday using his Rife Two Bar putter to force a sudden death playoff. Watson then birdied the last two playoff holes to defeat Brad Bryant and Loren Roberts for the victory. This is Rife's third win of the season on the Champions Tour.

For the 3rd straight week Rife finished 1st on the Darrell Survey, with 20 putters in play, 6 more than their nearest competitor, This week's combined earnings totaled \$623,100.

In addition to winning the Tournament and the Darrell Survey, Rife Putters captured the top spot on the putting statistics as well. Gene Jones, using a new Rife Martinique putter, made short work of the greens at Valencia Country Club averaging 1.656 putts per GIR (Ranking 1st for the Tournament) and 27.3 Putts Per Round (T-4th).

Week in and week out several players on the PGA, Champions and Nationwide Tours rely on Rife's RollGroove™ Technology to earn their paychecks. With over \$25 Million in earnings and no endorsed players, its obvious that Rife Putters has found that for the Tour Players, winning is everything.

About Rife Putters

All of Rife's Putters, including the new Two Bar Hybrid, are high-end CNC milled putters that offer the same patented RollGroove™ Technology and patent pending Lie-Aline System.

Rife Putters, LLC is the true innovator behind horizontal grooved face putter technology with a patent on specifically sized grooves since 1997. These precisely spaced grooves allow the putter to gently press into the cover of the ball and grip and lift it into an instant forward roll. Guerin Rife states, "just as grooves in irons help control spin so do grooves in a putter face." Other companies are now trying to imitate this patented technology but the spacing of the grooves is the true key to the gripping and lifting effect of grooved face putter technology. Horizontal RollGroove™ faced putters create the truest "no skid" roll in golf no matter where you hit the ball on the putter face.

For more information on Rife Putters or their product lineup for 2008 visit their website at www.rifeputters.com

Media members interested in testing a Rife putter for an editorial review should contact: Joe Wiczorek: joe@themediagroupinc.com or Bart Henyan: bart@themediagroupinc.com of The Media Group, Inc. at (847) 956-9090.