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## Rife Putters Announces That Robert Evans, Former Director Of Product Management For MacGregor Golf, Has Joined Their Staff

Sanford, FL - Rife Putters announced today that Robert Evans, former Director Of Product Management for MacGregor Golf, has joined their staff.

Evans has extensive experience in the golf industry dating back to 1984 and was formerly the Owner & President of Chicago Classics Golf from 1987-1995. After several years of working as a consultant for companies like Tommy Armour and Ben Hogan Golf, Evans worked as an expert club fitter for Fair Oaks Golf Park, one of the largest driving ranges and club fitting facilities in the U.S. In 2003, he joined Bobby Grace Putters and assisted the company in both Manufacturing & Tour Operations. In 2005, he was named the Director Of Tour Operations for MacGregor Golf/Bobby Grace Putters and worked extensively with the PGA Tour Professionals and managed the Tour Operations staff including the Tour Van. For the past year, prior to joining Rife Putters, Evans has been the Director Of Product Management for MacGregor Golf managing the product development, tooling and production of all the companies golf products with offshore vendors in Taiwan.

"Bob is a proven team player with a successful record of innovative solutions that keep the company's he's worked for "ahead of the game" in a rapidly changing industry," said Matt Molloy, President of Rife Putters. "We are eager to implement some of his strategies as we move forward. It's going to be a very exciting year for us. We now have a team of 32 outside sales reps across the U.S. and 30 International Distributors and we plan on making some significant moves in 2008."

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](http://www.rifeputters.com).

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