

PRESS RELEASE

FOR IMMEDIATE RELEASE

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RIFE Captures Victory on the PGA TOUR at The Zurich Classic of New Orleans

Sanford, FL – RIFE Putter captured victory on the PGA TOUR this past weekend at the Zurich Classic of New Orleans. The winner, who switched to a RIFE Barbados last week at Doral, averaged only 28.3 putts per round and 1.667 putts per GIR. This was his first PGA Tour win. Using his Barbados putter, he fired rounds of 65 and 68 over the weekend and finished at 13 under par to capture the victory and earn a paycheck for \$1,116,000.00.

Rife continues to dominate the Tour and has now captured its 3rd victory in the past four weeks as RIFE putters were used to win the AT&T Champions Classic as well as the Toshiba Classic.

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 \$28 Million in earnings and no endorsed players, it's obvious that Rife Putter has found that for the Tour Players, winning is everything.

About RIFE Putter

All of RIFE's Putter, 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 Putter, 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.