



PRESS RELEASE

Bobby Siravo and Staff named Regional PING Club Fitter of the Year

January 28, 2010; Phoenix Arizona: PING announced today that Bobby Siravo and the staff at iFIT Golf in Folsom have been honored as a 2009 PING Regional Club Fitter of the Year.

The company, which pioneered custom fitting nearly 40 years ago, recognized Siravo and the staff for their continuing commitment to custom fitting and its value to golfers of all abilities.

“Bobby and the staff share our belief that if golfers take the time to get custom fit, they’ll see improved performance on the golf course. Their attention to detail and passion for service ensure golfers benefit from the most thorough custom fitting in the industry,” said John A. Solheim, PING Chairman & CEO. “They demonstrate their expertise on a daily basis to ensure golfers receive the full value offered by PING’s custom fitting program. Bobby and the staff’s commitment to our program make them very deserving of this honor.”

Nominating Bobby Siravo and the staff at iFIT Golf for the honor was Lee McCormick, PING Field Representative for the region.

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Ping designs, manufactures and markets a complete line of golf equipment including metal woods, irons, putters, and golf bags. The family-owned company was founded in 1959 in the garage of the late Karsten Solheim, a mechanical engineer with an extensive background in the aerospace and computer industries. His frustration with his putting inspired him to design his own putter, which created a “pinging” sound when striking a golf ball. This sound was the source of the name now synonymous with innovation, quality and service throughout the world of golf. Solheim and his company are credited with numerous innovations that became industry standards, including perimeter weighting, custom fitting and the use of investment casting in the manufacturing of golf clubs. His insistence on adhering to strict engineering principles and tight manufacturing tolerances raised the level of product performance and quality throughout the golf club industry. Solheim is the only person to be inducted into the World Golf Hall of Fame as a golf club manufacturer. Today, the Phoenix-based company is under the direction of Solheim’s youngest son, John A. Solheim. PING game-improvement products can be found in more than 70 countries. For more information, visit pinggolf.com.

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For additional information, contact Pete Samuels at 602-687-5487.

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