



**IMMEDIATE RELEASE**

Date: Friday, January 8, 2010

**King Par Under New Ownership**

Mission Statement:

"To provide the best possible products, service, quality and value that will exceed the unique needs and expectations of every customer"

(Flushing, MI). – The NEW King Par, LLC is looking forward to its first appearance in Orlando since its inception this past June. The new ownership includes John Runyon our CEO and our former comptroller Ryan Coffell our new CFO whom have had years of experience in the corporate world.

We hope you will visit our Booth #911 early in the show for a number of reasons including a chance to win golf equipment for your shop or for you personally and how you may help our Military Personnel both home and abroad.

In the meantime visit our catalogue website to view our 2010 offerings:

<http://www.kingpar.com/kp2010.html>

**About the PGA Merchandise Show**

Since its inception in 1954, the PGA Merchandise Show has become the world's most influential golf trade show and the global summit for the business of golf. In January 2010, the PGA Merchandise Show will once again welcome more than 45,000 industry professionals from some 75 countries to uncover the latest trends, source the newest golf merchandise, test the latest equipment, enhance careers, learn proven business best practices, network among peers and grow the business of the game. Nearly 1,000 golf vendors, representing every business sector of golf from market leaders to start-up companies, will display and demonstrate hundreds of thousands of golf merchandise that will appear in golf shops and retail stores throughout the 2010 golf season. For more information, visit [www.pgashow.com](http://www.pgashow.com).

The PGA Merchandise Show and PGA Fall Expo are organized in partnership with The PGA of America.

**About King Par, LLC:**

King Par was established in 1966 and run as a family business until June of 2009 when King Par LLC purchased King Par Golf. We are a manufacturer and distributor of golf product in the United States and around the world. King Par also includes a 25,000 square foot retail store in Flushing Michigan. A summary of our product line under the Orlimar, Affinity and Intech brands is accessories, balls, range balls, clubs, sets, box sets, junior equipment, carts, bags and so on. Our web site at [kingpar.com](http://kingpar.com) or our 2010 catalog website <http://www.kingpar.com/kp2010.html> will give you more specifics about our operations.

**CONTACT INFORMATION:**

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