



FOR IMMEDIATE RELEASE

Wilson Golf Introduces All-New Premium Lines of Golf Equipment for 2010

The company that boasts more Major championship wins with its irons than any other manufacturer in history rolls out revolutionary new equipment for all skill levels

CHICAGO, Jan. 28, 2010 – Building on nearly a century of designing, engineering and developing state-of-the-art golf equipment for every skill set, Wilson Golf proudly announces its 2010 lineup from Wilson Staff, Wilson Golf's premium line of professional golf equipment. Wilson Golf remains the most prolific manufacturer of irons in the world, with 61 Major championships won with Wilson irons, more than any other golf company in history.

Player Profiling Simplifies Product Offerings

To help with trade positioning and consumer understanding, Wilson categorizes its Staff product lines into three player types: F Player, C Player and D Player.

The **F (Feel) Player** is a skilled golfer looking for Tour-caliber performance. The new Wilson Staff **FG Tour family** delivers on these attributes and includes:

- the FG Tour iron, a cavity-back forged iron played on the PGA TOUR
- the FG Tour golf ball, a multilayer urethane golf ball that is the softest urethane ball on the market
- the FG Tour glove featuring ultra-thin, premium cabretta leather

The **C (Control) Player** is an improving player looking for tour-inspired designs coupled with game improvement technology. The **C family** includes:

- the mid-size Ci9 iron, the third-generation Ci iron that follows in the footsteps of Ci6 and Ci7, both winners of the prestigious GOLF Magazine ClubTest award, a ratings guide featuring the year's latest and greatest golf equipment
- the C:25 golf ball, a low-compression multilayer golf ball featuring excellent distance and optimized spin from inside 150 yards

- the Conform glove, a premium cabretta leather glove offering breathable mesh for improved comfort and an innovative i-Pure wristband with negative ions for improved body performance

The **D (Distance) Player** is the largest player grouping. This player is looking to hit the ball longer and straighter and relies on game improvement technology to address swing flaws. The **D family** includes:

- the powerful Di9 iron, a Hot List winner featuring low and deep weighting and patented wide-tip shaft technology that prevents twisting on off-center hits
- the breakthrough D-FY combo iron set, a fully integrated fusion of irons and hybrids optimized with proprietary Half-and-Half shaft technology that combines the best attributes of steel and graphite in a single shaft
- the D:25 golf ball, a low-compression 2-piece golf ball that delivers maximum distance and total performance in a low 60-compression design

Wilson Golf also announces the new **FYbrid HS**, a re-engineering of its revolutionary FYbrid series introduced in 2008. The **FYbrid HS**, or heavy sole, series combines fairway woods and hybrids to eliminate redundant clubs and support long-range distances. Improvements include a new heavy sole that lowers the center of gravity by seven percent and moves it 11 percent deeper into the head of the club, resulting in higher launch and stronger ball flight.

The innovative lineup of Wilson Staff's 2010 equipment will be available in fall 2009 and consists of the following products:

- Wilson Staff **FG Tour** forged irons, 2010 Golf Digest Hot List silver medal winner
- Wilson Staff **Ci9** midsize playing irons
- Wilson Staff **D-FY** iron and hybrid combo set, 2010 Golf Digest Hot List gold medal winner
- Wilson Staff **Di9** game-improvement irons (now available in women's options)
- Wilson Staff **FYbrid HS (heavy sole)** fairway utility clubs (also available in women's options)
- Three new golf balls: **FG Tour** golf balls, **C:25** golf balls and **D:25** golf balls,
- All-new **888 series** putters in five distinct and classically styled shapes

All new Wilson Staff equipment introduced for 2010 will meet the USGA and R&A's new groove standards which went into effect Jan. 1, 2010, for Conditions of Competition for Elite (Tour) Play.

Individual news releases for each of the 2010 products are available on the Wilson Staff Web site at www.wilsonstaff.com.

About Wilson Golf

For nearly a century, Wilson Golf has designed, manufactured and distributed premium and recreational golf equipment throughout the world. Since 1914, Wilson Staff irons have won 61 Major championships, more than any other iron manufacturer in history. Wilson Staff's Zip Ball, Di9 iron and the Wilson Staff Smooth driver were honored with *Golf Digest's* Hot List awards in 2009. Wilson Staff, Profile, ProStaff and Hope consumer brands continue that tradition today by delivering the highest quality golf equipment to all golfers to enhance performance on the course and overall enjoyment of the game.

Wilson Golf is a division of Chicago-based Wilson Sporting Goods Co., one of the world's leading manufacturers of sports equipment by Amer Sports. Consumers can log onto www.wilsonstaff.com or call 1-800-622-0444 for more information.

Editor's note

Various high-resolution images, suggested retail prices and in-depth product press releases for the entire 2010 line are available. Please contact Susie Chang.

###

Contact:

Susie Chang
847.850.2471, susan.chang@kemperlesnik.com