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## **New Precision-Made MACHINE Putters™ Offer the Most Customization Options in the Golf Industry**

**March 5, 2008, Plano, Texas** – Golf equipment manufacturer Dogleg Right Corporation today introduced a new line of highly customizable, precision-made MACHINE Putters™, offering technically advanced putter technologies and the largest range of possible customization options ever available in the golf industry. The products' advanced manufacturing methods and modular design allow them to be customized in every aspect, including size, shape, weight, material, texture and color, using many finishes, grinds and fitting specifications.

Dogleg Right offers the ultimate in customer fitting and personalization options to build one-of-a-kind putters, including models that offer shape, Moment of Inertia (MOI), alignment features and indicia and weight adjustability by the user. The top-of-the-line putter models are also the first ever, 100% Computer Numeric Controlled (CNC) machined putters, with CNC-machined components of the head, shaft and grip. They are precision manufactured and designed with traditional, confidence inspiring shapes and high quality materials, and are finished with painstaking detail and artful craftsmanship.

Doug Hardman, founder of [www.PutterTalk.com](http://www.PutterTalk.com), says, "In my opinion, this is one of the best putters I've ever owned." Using Computer Aided Design and Computer Aided Manufacturing (CAD / CAM), including in their fitting and assembly, the MACHINE Putter achieves a level of consistency, precision, quality, control and performance not previously offered in any other putter.

David Billings, Dogleg Right's President and CEO, designed and invented the new equipment. "The MACHINE Putter represents quantum leaps in manufacturing precision, quality, performance and feel," says Billings, "as well as user customization options never before seen in any putter. By designing the components using Computer Aided Design programs, we can make them all fit perfectly together, including new modular options with the head so the user can change shapes and the look of their putter," he adds. The system provides increased utility, flexibility and adaptation to varying green conditions or changing user preferences.

Billings elaborates, “It’s a very common phenomenon that a golfer gets a new putter and initially putts very well, “making everything.” However, the golfer’s performance with that new putter usually doesn’t last, and so he switches back to an older putter or else buys a new one. Through our testing, I began to realize the reason for this common phenomenon. Golfers simply focus and concentrate better with a new look. Now, golfers who select our Convertible or Transformer models can get a new look any time they want, but still retain the optimum performance, fit and feel provided by the advanced technologies, regardless of what new look they switch to.”

The revolutionary MACHINE Grip, with multiple patents pending, is the first ever precision CNC-milled golf grip, and offers an exclusive, fitted, super-thin, clear rubber C-thru® OverGrip that provides the most precise grip in golf. The Patent Pending Vertical Mill Groove (VMG) face milling pattern provides increased forward roll and a soft yet responsive feel. The proprietary CNC filament wound hybrid shaft has CNC filament wound graphite fibers that are then CNC machined with over 50 miles of stainless steel fibers in an ultra-high tech application of aerospace technology and precision, offering tighter specifications than steel and better feel than graphite only.

Dogleg Right, based in Plano, Texas, sells its product line direct from the company ([www.doglegright.com](http://www.doglegright.com) or 877/835-9652) and through leading golf retailers and pro shops. Billings explains that, “until this year, the United States Golf Association’s rule was that a club’s components had to be permanently fixed to be legal during a round of golf. Dogleg Right, a pioneer in customizable golf clubs, has a significant amount of intellectual property that relates to club adjustability in many forms, and the new MACHINE Putters represent just a portion of our new products in this field.”

The MACHINE Putters and Grips, in more than five years of development, have already achieved a high level of success, with custom prototypes being used in the 2007 U.S. Walker Cup victory, 2007 USGA Men’s State Team Championships win, the 2007 U.S. Mid-Amateur title, and the recent 2008 National Senior-Junior Team Golf Championships victory.

The MACHINE Putters’ classically-inspired shapes honor the rich traditions of historic designs. Customers can choose from an array of putter head designs, hosel options and sight line configurations, as well as head, hosel, shaft and grip material choices and custom fitting specifications for length, lie angle and weight choices. Golfers can select personalization options such as special grinds, stamps, finishes and surface textures, including artful finishes that Billings has developed drawing on his background as a designer, artist and sculptor.

Billings holds six U.S. and international patents for his innovations, with numerous new patents pending. His previous HOG Putter designs have achieved 11 wins on the major tours and have been used by more than 150 touring professionals, including 10 Hall-of-Fame golfers, in official competition. In fact, one of the Top 10 players in the world used a HOG 1003C-S Superline putter at the World Golf Championship-Accenture Match Play in Tucson last month.

The MACHINE Putters and Grips, with multiple patents pending, are the latest innovations from Dogleg Right, the pioneers of the “Totally Oversized” HOG™ brand golf clubs, among others.

**Manufacturer's Suggested Retail Prices:**

MACHINE 100% CNC Milled Putter with CNC Alloy MACHINE Grip:	\$399.99*
MACHINE 100% CNC Milled Putter with CNC Delrin® MACHINE Grip*:	\$349.99*
MACHINE Putter fitted with steel shaft and slip on Reverse Arch Grip:	\$249.99*

\*and up, depending on custom options

More details, product photos and product sheets can be found at

(<http://gallery.mac.com/davidpbillings#gallery> or <http://gallery.mac.com/davidpbillings#100077>)

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