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Golf Manufacturer Dogleg Right Opens First-of-its-Kind Putter Studio at Hank Haney Golf Ranch near Dallas

(March 4, 2008) , Plano, Texas – David Billings, CEO of golf manufacturer Dogleg Right Corporation, today announced the Grand Opening of Dogleg’s new MACHINE Putter Studio™ at Hank Haney Golf Ranch at Vista Ridge, an elite golf training center just minutes from Dallas/Fort Worth Airport.

The Studio offers player evaluation, putter fitting and custom putter production, with a large outdoor putting green and short game practice area in addition to the 900 square foot MACHINE Putter Studio. The name comes from Dogleg Right’s new MACHINE Putter™, which Billings invented and designed. Advanced manufacturing methods and modular design allow it to be customized in every aspect, including size, shape, weight, material and specifications, with a multitude of unique finishing processes.

The Studio features a Putting and Testing Lab, where state-of-the-art technologies, such as the Science & Motion Super SAM, high-resolution photography and high speed video, are used to evaluate golfers’ putting performance, the putter dynamics, and the ball launch and roll characteristics. Players’ tendencies, preferences, goals, individual needs and detailed dynamic measurements are analyzed. Using putting robots, indoor and outdoor putting areas, testing and demo putters, master technicians evaluate, test, fit and build and then retest to assure golfers that their putters are just right for their specific needs, tendencies and preferences.

The Studio itself houses a custom putter finishing and build shop, as well as a Gallery and Showroom of Billings’ one-of-a-kind creations. “This is the first-of-its-kind turnkey putting studio all in one location,” Billings explains, “where players are evaluated and fit by experts, and then the custom MACHINE Putter is built on the spot to the player’s precise needs.” The staff at the Golf Ranch assists clients with evaluation and instruction, then the Studio can make adjustments to the golfer’s current equipment or build an entirely new putter from the ground up. “It’s a great synergistic approach,” adds Billings, “with golfers benefiting from expertise and professional services for all aspects of their short game needs.”

The MACHINE Putter Studio at Hank Haney Golf Ranch is located at 2791 S. Stemmons Freeway, Lewisville, TX 75067. The phone number is 972/315-0110. Information is available at www.doglegright.com, and www.hankhaney.com.

The MACHINE Putter Studio and the new MACHINE Putter™ are the latest innovations from Plano, Texas-based Dogleg Right, the pioneer of the “Totally

Oversized” HOG golf clubs and other brands. The company sells direct and through finer pro shops and golf specialty stores.

The Studio has already had some high profile guests, including winners of multiple PGA Tours, and other international events. The Studio’s fitting services and custom prototypes were used in the recent 2008 National Senior-Junior Team Golf Championship victory, the 2007 U.S. Walker Cup victory, a 2007 USGA Men’s State Team Championship win, and the 2007 U.S. Mid-Amateur title.

Steve Johnson, Director of Golf and co-founder of Hank Haney Golf Ranch, Vista Ridge, says “The engineering behind the MACHINE Putter includes the biggest innovations in putter design I’ve seen in years. Every student who has gone through the fitting process at the MACHINE Putter Studio is putting better.”

Besides Billings, who puts his own finishing touches on his custom putters, the MACHINE Putter Studio is manned by Dwight Nevil, a veteran member of the PGA Tour, and lifetime member of the PGA of America.

MACHINE Putter Studio Putting Analysis and Fitting Service Rates:

30-minute Putting Evaluation using SAM, Video and Photography:	\$99.99
30-minute Putter Fitting session with MACHINE Putter Studio Staff:	\$99.99*

*25% of fitting service charges can be applied towards the purchase of a new putter

MACHINE Putter Suggested Retail Prices:

MACHINE Putters start at \$249.99 and up, depending on materials, custom options, finishing details and personalization choices.

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

<http://gallery.mac.com/davidpbillings#gallery> or <http://gallery.mac.com/davidpbillings#100077>
And on the Studio at; http://web.mac.com/davidpbillings/Site/MACHINE_Putter_Home.html

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