



FOR IMMEDIATE RELEASE:

Plano, Texas – July 8th, 2010:

Dogleg Right Corporation® announces that one of its new Custom MACHINE Putters was used by PGA Tour professional Ryan Moore to finish in second place at the AT&T National PGA TOUR event held at the Aronimink Golf Club in Newtown Square, Pennsylvania held July 1st - 4th, 2010.

Moore picked up the new Custom MACHINE putter on Tuesday, used it in the Wednesday Pro-Am and then all four rounds of the tournament. Moore talked about his new putter in his post tournament interview, saying, “Something about the alignment of it, it's just helping me see my lines a lot better.” Moore used his new MACHINE Putter to shoot rounds of 67, 69, 70 and 65 for a 9 under, 271 total over the demanding Donald Ross layout for his best finish of the year so far.

The MACHINE putter Moore chose was a Custom TIG Welded Center Shaft putter that he picked up from Dogleg Right's Tour Rep, Ken McDonald, who had a bag full of new Custom MACHINE Putters at the event. Moore was under no obligation to use the putter.

David P. Billings, President & CEO of Dogleg Right, makers of the MACHINE putter said, “unlike most of the large manufacturers, we do not have any tee up programs where we try to entice large numbers of players to use our putters through in-play fees or bonus programs. Rather, we try to offer putters with unique and beneficial designs and technologies, and custom options that they can only get from us.

Moore was in contention throughout the event, and was the leader in the clubhouse late Sunday after shooting a hard-charging 65, the low round of the day. He finished with an amazing eight one-putts and four birdies over the last eight holes, and only 10 putts on the back nine. His consecutive one-putts over the final eight holes spanned 53 feet, 8 inches. According to the PGA Tour statistics, Moore finished 2nd in both putting average and putts per round statistics for the tournament and also 2nd in total birdies. Moore leaped 28 spots in putting average, and 21 spots in putts per round after only four rounds with his new MACHINE putter (and 50 previous rounds with other putters making up the majority of the averages).

The MACHINE Putter Model M2A Converter putter is 100% CNC Milled in Texas. The Customized model Moore chose, dubbed the “CS TIG'r” features a CNC milled hosel that is TIG-welded to a custom milled micro pocket in the putter head's topline to create a Center Shafted setup, which is very easy for players to line up and stroke confidently.

The putter also features an interchangeable flange system (and therefore the Converter name) to allow the user to change the shape, weight, balance and MOI of the putter. It also has a separate adjustable weighting system so players can dial in their ideal weight,

up to 28 grams in as little as 1-gram increments. The face of the putter has a unique VMG (Vertical Mill Groove) face mill pattern that helps produce a true forward roll, improved alignment optics and a soft yet solid and responsive feel.

Billings, a 21-year golf industry veteran and graduate of the Parsons School of Design, performs all of the Company's R&D and design work, including CAD (Computer Aided Design) and engineering of his innovative designs. He also personally hand grinds and applies creative and beautiful hand finishes the Tour models and high-end Garage and ART series putters. These one-of-a-kind custom MACHINE putters that have a growing reputation among tour players, accomplished amateurs, collectors, club enthusiasts and "equipment junkies" as being some of the finest available. Many fans describe his creations more as works of art than just mere golf clubs.

The MACHINE putters are the latest line of putters from Dogleg Right, a 16-year old manufacturer and R&D company credited with nine issued patents worldwide and numerous other patents pending with Billings as the inventor or co-inventor. Billings and his Company have provided R&D and club design work for some of the largest brands in the industry, and also marketed their own successful brands including MACHINE and the HOG oversized putters, wedges and drivers since its inception in 1994.

Billings reported that in less than three years, over 32 professional tour players have used his new MACHINE putter designs in official competition on the PGA Tours (including the PGA TOUR, Champions and Nationwide Tours). The 2007 US Mid-Amateur was also won using a MACHINE Putter. The Company previously had 11 wins and over 150 players use the HOG branded clubs.

The Company's new MACHINE Putters provide the most custom options and user-adjustability of any putter available in the market, as well as providing fitting systems and technologies that allow the putter to be better fit for individual player needs.

The Company operates the MACHINE Putter Studio at the Hank Haney World Headquarters in Lewisville, Texas, where it uses state-of-the-art technologies to fit and customize putters on the spot for a wide range of players from the Tour, to collectors, to weekend enthusiasts.

MACHINE Putters are also sold through its exclusive network of Authorized Fitters and Retailers as well as online through its website and golf forums such as Golfwrx.com and Puttertalk.com that it participates in.

Suggested retail price: Custom MACHINE M2A Converter Putter with TIG Welded Center Shaft in 303 Stainless Steel: Starting at: \$399.99

For more information, please contact David Billings at: (877) 835-9652, ext. 103
Or email: customerservice@doglegright.com

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