

## News Release 8/20/2009

Los Angeles, CA, August 20, 2009 — FairwayPro is now shipping a breakthrough golf practice device first shown on January 29, 2009, at the PGA Merchandise Show in Orlando, Florida. FairwayPro was also featured in the New Product Center as well as exhibiting during the 3-day event.

“The positive response from golfers who have purchased FairwayPro is overwhelming,” said Jim McFarlin, president of FairwayPro. “The rave reviews we received signal that FairwayPro will be one of the most exciting new products introduced in recent years.” “FairwayPro will change the way golfers practice golf while delivering a revolutionary, patented design that allows golfers to practice the way they play golf and simulates the feel of hitting off fairway and properly taking a divot after the shot.”

FairwayPro recently received a positive review from [www.GolfGearReview.com](http://www.GolfGearReview.com) in which the product is highly recommended.

The product was developed to address several common problems practicing golf using unforgiving range mats that do not promote a correct down-and-through swing motion and can cause discomfort or even lead to injury.

FairwayPro is available at [www.fairwaypro.com](http://www.fairwaypro.com) for \$199. including shipping in the U.S.

For more information contact:

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# Practice the way you Play!

*Turf reacts  
like natural turf,  
enabling the perfect  
down-and-through  
swing motion*

TURF REACTS  
**SLIDES FORWARD**  
WHEN HIT

REDUCES  
**SHOCK**  
& INJURY  
CAUSED BY RANGE MATS

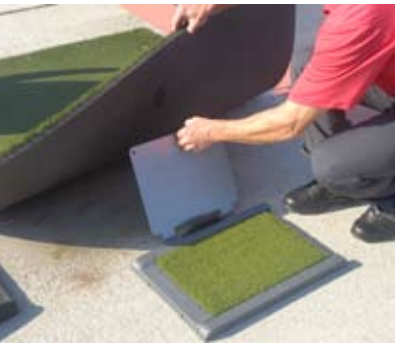
*Spring-loaded turf tray  
immediately returns to  
ready position for next shot*

**FairwayPro**  
ULTIMATE DIVOT SIMULATOR

# TAKE CONTROL



Take it to the driving range, use at home, or wherever you practice golf



Panel folds under range mat for added stability



Shock the ball when you swing, not your body

Golf is a game that is played on grass. That's why FairwayPro is engineered to enable golfers to hit down-and-through, as on natural turf, while practicing at the driving range or at home. It's a brand-new way to practice golf, and you just might find it as enjoyable as playing a round of golf!

## Benefits

- The turf tray slides forward when impacted by the club, reducing shock to golfer's body and potential for injury. This is especially true with fat shots.
- FairwayPro gives truer feedback on your golf shots. With range mats, when you hit behind the ball, the club may still bounce off the hard surface into the ball, and the ball takes off as if you've executed a good hit. With FairwayPro, you'll know if you've hit behind the ball because the impact will cause the turf tray to start sliding forward and the club head will hit the ball with much less force. The ball flight will be affected when you hit a bad shot on FairwayPro, as it would on real grass.
- Because FairwayPro provides truer feedback, golfers can practice shaping different shots and their short game.

*The turf slides forward and gives way; that is, it reacts the same way natural turf does, enabling the perfect down-and-through swing motion.*

*Handle and panel assembly is detachable and can be reversed for left-handed golfers*

*Panel opens and folds under a stance mat for added stability*



*It is truly portable. Golfers can take it wherever they practice and don't have to settle for worn-out, unforgiving, range mats*

*FairwayPro is manufactured with the finest materials, including high-strength aircraft aluminum, for lightweight and strength*



*Patented sliding turf tray mechanism is designed for performance and built for rugged service*

*Premium turf experiences less wear and tear as it slides forward and avoids full brunt of the impact force. Also, turf can hold a regular tee and is replaceable*

## WHEREVER YOU PRACTICE

U.S. patents 6,994,634 and 7,384,346. Other U.S. and international patents pending.

# FairwayPro

ULTIMATE DIVOT SIMULATOR



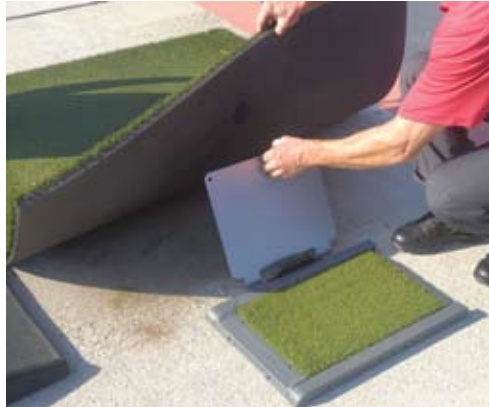
# Image Gallery

To download and publish any of these press quality (300dpi) images shown below please go online and follow this link:

<http://idisk.mac.com/jmcfarlin-Public?view=web>



**FairwayPro\_1.pdf**  
Size 8.5 inches X 5.5 inches



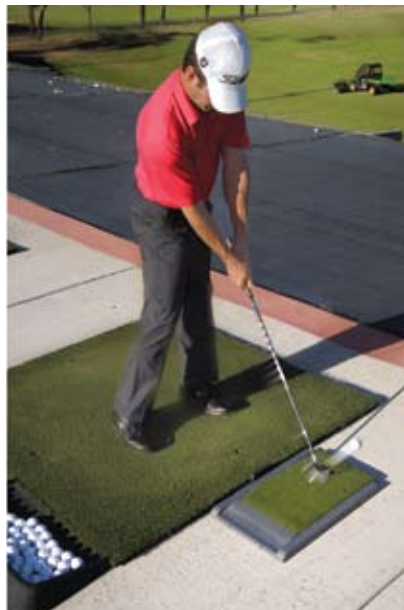
**FairwayPro\_5.pdf**  
Size 11 inches X 8.5 inches



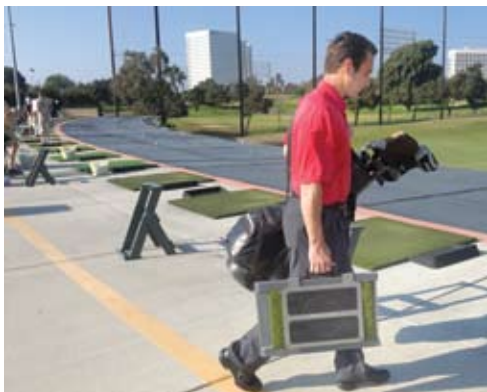
**FairwayPro\_2.pdf**  
Size 8.5 inches X 5.5 inches



**FairwayPro\_3.pdf**  
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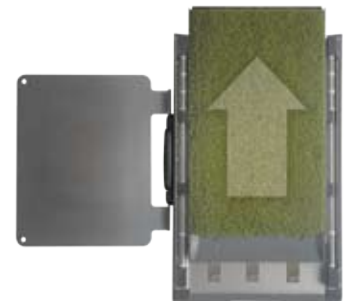
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**FairwayPro\_9.pdf**  
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**FairwayPro\_8.pdf**  
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## FairwayPro

ULTIMATE DIVOT SIMULATOR

**FairwayPro\_10.pdf**  
Size 3 inches X 11 inches

## Video Gallery

To download and publish the video shown below  
please go online and follow this link:

<http://idisk.mac.com/jmcfarlin-Public?view=web>

There are 2 folders containing 2 web formats:

1. FairwayPro Video-Flash (components for flash streaming deployment)
2. FairwayPro Video-mp4 (.mp4 streaming deployment)

