



Rave Reviews Pouring In From PGA Show For Knuth Golf's High Heat Fairway Woods And Hybrids

ORLANDO (Feb. 3, 2016) – For the second straight year, Knuth Golf's High Heat brand of metal woods has taken the PGA Merchandise Show by storm.

Following up the highly successful launch of the High Heat Driver in 2015, Knuth Golf introduced its High Heat fairway woods and hybrids to rave reviews by the golf media and amateur golfers at last week's PGA Show.

Sports Illustrated golf writer Gary Van Sickle wrote: "Bringing The Heat...The Show's sexiest club was the Knuth Golf High Heat 3-wood, which combined a low profile with the sleek curves of a '58 Corvette and, oh yeah, balls shot like out of a cannon. Wow. New 3 Hybrid High Heat was also best in breed, easy to hit, and beautifully blue. Get behind me, though -- I'm first in line."



Van Sickle placed the High Heat fairway woods and hybrids at the top of his list of Favorite Products from the PGA Show, and did not include any other fairway woods or hybrids on his list. And he wasn't alone in lavishing praise on the new High Heat clubs.

Chuck Garbedian, host of the Garbedian On Golf radio show on ESPN Radio, said, "If you are going to do one thing with your golf game, the best thing you can do is get yourself some High Heat. Get the driver, get the fairway woods and get the hybrids. It's a win, win, win."

Tony Leodora, host of the Traveling Golfer TV show and the Golf Talk Live radio show, named both the High Heat fairway woods and hybrids as the only metal woods to his popular "Tony's Top 10" from the annual PGA Show.

And the golf media and industry members of the non-profit International Network of Golf voted the High Heat Driver as the winner of the prestigious 23rd Annual ING Industry Honors award in the Product Ingenuity category for emerging companies.



The High Heat fairway woods and hybrids come with Knuth Golf's Optimal Center of Gravity (CG) Game Changer and Fire Zone Face Technologies™ that enabled its High Heat driver to provide amateur golfers with a 25% deeper and 18% lower CG compared to major brands' average CG location. This technology resulted in the High Heat Driver being longer, straighter and more forgiving according to Golf Laboratories, which is the world's recognized leading robot testing company.

In addition to Knuth Golf's CG and Face Technologies, there are four other design features by former USGA Senior Director Dean Knuth that differentiate the High Heat fairway woods and hybrids from their competitors:

- 1) High Heat's fairway woods and hybrids feature a Beta titanium cup face, providing a significantly increased spring-like effect across the entire face for extra distance and increased forgiveness compared to traditional steel faces.
- 2) The High Heat fairway woods feature a much wider club face than major brands. Since most of amateurs' off-center misses are on the toe or heel, the wider face provides a higher spring-like effect and more forgiveness.
- 3) Most amateurs struggle to get their 3 wood into the air when hitting off the deck, so Knuth addressed this in his design. With its deep and low CG High Heat's fairway woods are easier to swing and produce a higher launch angle that enables golfers to easily get the ball airborne.
- 4) The High Heat hybrids are also easier to hit and square up to the face at contact because of their much deeper and lower CG and because the CG angle is approximately 25% larger than major brands' leading models' average CG angle.

“We are thrilled with the comments we received about our fairway woods and hybrids,” said Knuth. “Our High Heat clubs are engineered for single digit to high handicap amateurs who have difficulty getting their ball up in the air from the fairway or rough, or who need more distance and accuracy. Our technology, overall design and use of a beta titanium cup face will help all amateurs improve.”

Teaching professional Eric Brown is a 1 handicap who does not have a 3 wood in his bag because he has a hard time getting the ball up in the air. The San Diego resident agrees with Knuth's assessment.

“High Heat's 3 wood is the best 3 wood I have ever hit,” said Brown. “It takes all the pain of hitting a 3 wood out of the equation. 3 woods are so hard to get up in the air, but this is easy to get up in the air. This is amazing. I repeat, this club is amazing.”

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