



PGA
Southwest Section



PURE Grips to Co-Sponsor Southwest Section PGA's semi-annual meeting at Casino Arizona

(Scottsdale, Ariz.) July 19, 2009--The Southwest Section PGA announced today that Tempe-based **PURE Grips** will co-sponsor its semi-annual meeting at Casino Arizona on October 26, 2009.

According to **Wes Brasher**, CEO of PURE Grips, the company decided to partner with the Southwest Section PGA because the Scottsdale-based organization is "the premiere golf industry organization in our home state, which also happens to be a golf haven."

Brasher acknowledged that PGA golf professionals have tremendous influence over golfers, specifically over what golf products they buy. "As a new product, we want to get our wares into the hands of the golf professionals, literally," he said. "If they like the grips we feel very confident that they will recommend them to their customers and students. This type of endorsement is so much more credible than a paid endorsement."

The start-up company, co-founded by **Michael Smith**, aims to earn its share of the competitive market, and Brasher believes it can accomplish that goal by aggressively marketing products at golf events and tournaments. "It's a proven grass roots tactic for many areas of the golf industry," Brasher said, "but not for golf grip companies. It's impossible for other golf grip companies to sample their products due to the drying time their application process entails. Our application tools allow us to re-grip clubs in minutes, swap grips to allow trial among our styles and sample our products effectively."

The CEO said this strategy has proven extremely effective in the Phoenix market. PURE Grips is the only golf grip company actively marketing its brand this way.

Michael Smith is confident that PURE Grips will thrive.

"I felt very sure that there was a way to make golf grips that feel supple and tacky for more than a few months," he said. "I was tired of sacrificing good feeling grips to avoid the high cost of replacing my grips every six months. Now we have built a grip that combines premium feel and amazing durability at a good value."

Mr. Brasher agrees.

“We believe we have a great value offering for consumers, value being crucial in tough economies,” he said. “Our products deliver premium performance, great feel and durability at a fair price.”

Several local golf professionals, including **Mike Swartz**, a former member of the PGA Tour and Head Golf Professional at Encanto Golf Course in Phoenix, have tried PURE Grips.

“I have to give the guys at PURE Grips credit,” Swartz said. “They developed a grip that feels great in my hands and maintains that feeling for a lot longer than other grips. These are the best grips I have found, and the installation process they have is really incredible.”

Several things differentiate PURE Grips from the competition:

- All products are made in the **United States**, not in China or Mexico.
- The grips are uniquely tacky, and will stay that way. The company **guarantees** they will not lose their tackiness or wear out for 12 months.
- PURE Grips' installation process requires no tape or solvent, and newly-gripped clubs are ready for play immediately. The process takes only **25 percent** of the time of traditional grip application.
- PURE Grips is a small company. “This is good because we want to develop business relationships that are solid and long lasting,” Brasher said. “We are not seeking a million different customers, rather a handful of really good customers. We know we must support every customer, so we're keeping our focus narrow, with Arizona and the Rocky Mountains as our first two focus markets.”

Customers may purchase PURE Grips products in Arizona through golf retail outlets and green grass facilities, as well as by phone and over the Internet. Brasher said vendors interested in selling PURE Grips in their stores should contact the company at 877-916-PURE or via the web site **www.puregrips.com**. Consumers interested in PURE Grips for personal use should ask for them at local golf shops or contact PURE Grips directly via phone or web site.

Contact Information

Michael Smith
PURE Grips
7904 E. Chaparral Rd, #A110-103
Scottsdale, AZ 85250
Phone: (480) 388-3210
E-mail: mike@puregrips.com