

## **FOR IMMEDIATE RELEASE**

### **PGA TOUR Member Bob Burns Launches Specialty Product Website** *Hickory Golf Classics.com Now Accepting Online Orders*

VALENCIA, Calif.--(BUSINESS WIRE)—November 20, 2006 – A new specialty web site, Hickory Golf Classics, is making its World Wide Web debut. The new site has been developed by Bob Burns, PGA TOUR Member and winner of numerous professional golf events, including the PGA TOUR'S 2002 Disney Golf Classic.

Hickory Golf Classics.com features custom engraved period golf clubs such as mashies, niblicks, and blade and mallet putters. All club products feature hickory shafts, carbon steel heads, and genuine leather grips. Branded apparel and related accessories fill out the product line.

Hickory Golf Classics.com visitors will experience a warm and thoughtful design approach that features a beautiful hand drawn rendition of a traditional club room complete with glowing fireplace and golf memorabilia. Burns and his design team wanted to make sure that Hickory Golf Classics.com would offer a unique visual experience for visitors. "There are other golf club engraving sites out there but they usually have a sterile, generic look and don't offer the quality that we do."

With thousands of corporate and charitable golf events held throughout the nation each year, Burns also sees an opportunity to sweeten the deal at the tournament registration table. According to Burns, companies and charitable organizations need a better way to reinforce their brand during golf events.

"Tournament participants typically receive a sleeve of balls and maybe a ball marker and divot tool at the registration table. On the higher end, they might receive a personalized wooden plaque or some sort of crystal piece. A Hickory Golf Classics personalized mashie, niblick, or putter, is a bit more unique and the pricing won't give tournament organizers sticker shock. I see how happy amateur players are at TOUR events because the "wow" factor is so great. Why not bring a little of that to the club player?"

Although the business model of Hickory Golf Classics focuses on supplying its custom engraved products in volume, single club orders are also available to individuals for creating or adding to collections, marking special golf accomplishments such as holes-in-one and personal-best scores, and as gifts for special occasions.

Hickory Golf Classics is a privately held corporation and is expecting first-year revenues in excess of \$500,000. Interested investors are encouraged to contact the corporate office.

#### **MEDIA CONTACT INFORMATION**

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