



**PGA**<sup>TM</sup>

2011 MERCHANDISE SHOW



**IMMEDIATE RELEASE**

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**JumboMax® Grips out to prove 'bigger really is better' when it comes to grip size at 2011 PGA Merchandise Show**

Fort Wayne, IN -- Indiana inventor and avid golfer Mike Kachlik has developed a breakthrough golf grip design which will make its national debut at the 58<sup>th</sup> PGA Merchandise Show, Jan. 27-29, 2011, in Orlando, Florida. The new, patent-pending "super-oversized" golf grip has already attracted thousands of fans, from weekend golfers, to professionals and custom clubfitters. JumboMax® Grips has them all rethinking their notions of what truly constitutes the correct grip size. Mike's breakthrough came after five years and thousands of hours of testing with golfers of all skill levels. Mike witnessed golfers using his JumboMax Grips achieve an immediate improvement in both accuracy and distance.

JumboMax Grips will be demonstrated at the annual PGA Demo Day on Wednesday, January 26th at the Orange County National Golf Center. Mike and the JumboMax crew will have clubs available at the range so that PGA Instructors, buyers, media and retailers can all personally experience the "super-oversized, game-changing grips". "We plan on converting some skeptics on the practice range on Wednesday" said Mike, "Just as we've been doing at demo's all across the country."

From Thursday, January 27th through Saturday, January 29th, attendees are invited to stop by booth #924 (directly across from Callaway Golf) to meet Mike, Team JumboMax and special guest Lon Hinkle, the 3-time PGA Tour winner best known for cutting off the dogleg at the 1979 U.S. Open at Iverness, prompting officials to plant a 30-foot spruce tree overnight, dubbed "The Hinkle Tree".

Hinkle, now retired from the tour said, "I've been playing with JumboMax Grips for a while now. I love the feel, the forgiveness, and the performance of these grips. With JumboMax Grips I've found that I don't try to manipulate my shots with the smaller muscles. I'm using more body, less hands. This has resulted in more fairways and greens. I'm especially happy with the improvement in my short game! If I'd had JumboMax Grips on my wedges 10 or 12 years ago, I would have made millions on the Champions Tour".

When Kachlik is asked about his idea for the biggest grips in golf, he tells people, "I was searching for the answer to why a golf grip is the size that it is. And what I found surprised me. It had nothing to do with what fit the human hand. Early club makers found wood to be the ideal material out of which to make the shafts. A shaft with the desired flexibility was crafted and then attached to the club head. Then, a thin layer of leather was wrapped around the shaft to form the grip. That's it. So, golfers were forced to adapt their grasp on the club."

"I wanted to create a grip designed to fit the anatomy of the human hand in a way that feels completely natural and would allow golfers to grip the club so that the hands function correctly and efficiently,

promoting better control and longer, straighter golf shots with much less effort.", said Kachlik, "And I believe we've succeeded in doing that, by what our customers are telling us."

### **About the PGA Merchandise Show**

Since its inception in 1954, the PGA Merchandise Show has become the world's most influential golf trade show and the global summit for the business of golf. In January 2011, the PGA Merchandise Show will once again welcome more than 40,000 industry professionals from some 75 countries to uncover the latest trends, source the newest golf merchandise, test the latest equipment, enhance careers, learn proven business best practices, network among peers and grow the business of the game. Nearly 1,000 golf companies and brands, representing every business sector of golf from market leaders to start-up companies, will display and demonstrate hundreds of thousands of golf merchandise that will appear in golf shops and retail stores throughout the 2011 golf season. For more information, visit [www.pgashow.com](http://www.pgashow.com). The PGA Merchandise Show and PGA Fall Expo are organized in partnership with The PGA of America.

### **About JumboMax® Grips**

JumboMax® Grips, which are available in 3 sizes, conform to all USGA rules for golf equipment. The patent-pending grips help eliminate many of the problems associated with the golf swing caused by improper gripping of the club and the resulting loss of control. The "super-oversized" golf grips will fit most standard diameter golf shafts.

Patent-pending JumboMax® Grips are available at a long list of retailers and pro shops, including Edwin Watts locations or on-line at [www.jumbomax.com](http://www.jumbomax.com). Mike Kachlik is currently accepting invitations to appear in-store or on live or call-in radio and television shows to discuss his game-changing grips.

### **CONTACT INFORMATION:**

Dominant Golf is actively seeking JumboMax® Grip sales reps and those interested are invited to contact John Mazzanoble, National Sales Manager at [jmazzanoble@jumbomax.com](mailto:jmazzanoble@jumbomax.com) or 352-258-9509.

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