



CLUB CHAMPION opens in Charlotte

Club fitting takes giant step forward

By Sam Smith

Golfers in the Greater Charlotte area have been encouraged to improve

their game by getting their clubs fitted by one of the nation's premier golf club fitting and building company. The new club fitting store, Club Champion, has opened at the Sharon Corners Shopping Center across from South Park Mall. Charlotte becomes the 20th studio in 18 major markets to service the club fitting needs of the golfing communities.

"We are excited to be opening our club fitting and building studio in Charlotte," said Nick Sherburne, Club Champion founder. "This is a natural fit for our service in an area with year-round golf, and a large population of golfers from North and South Carolina. We are confident that Club Champion will fit, service and support the most discerning golfers at the highest possible level."

Private clubs and some public golf courses in the area have offered club fitting normally from a single club manufacturer (Ping, Callaway, TaylorMade and etc.), but now the Club Champion professionals offer a selection of more than 35,000 interchangeable combinations of heads, shafts, and grips. This wide-variety delivers a Tour-quality fitting that produces longer, more accurate shots with a nearly 100% satisfaction rate for golfers of any caliber.

Selected by Golf Digest as one of the Top 100 Best Club Fitters for six years run-

ning, Club Champion's new studio includes indoor hitting bays with the Trackman launch monitors for analyzing performance, SAM PuttLab's fitting technology to find the perfect putter on their practice green, and a build shop for assembling golf clubs by hand.

You can feel the professional approach to club fitting from the moment you step in to the new store, starting with the friendly welcome from the staff that has had countless hours of training to improve your game with properly fitted clubs.

Bruce Raffe, Master Fitter & Builder, was the professional that took me under his arm and prepared me for the process of getting better results out of my golf clubs. Bruce started by sitting down to discuss the tendencies of my golf game, ranging from number of rounds per month, ball flight (high or low), fade or

hook, best part of my game and general feeling on realistic goals to improve my golf score.

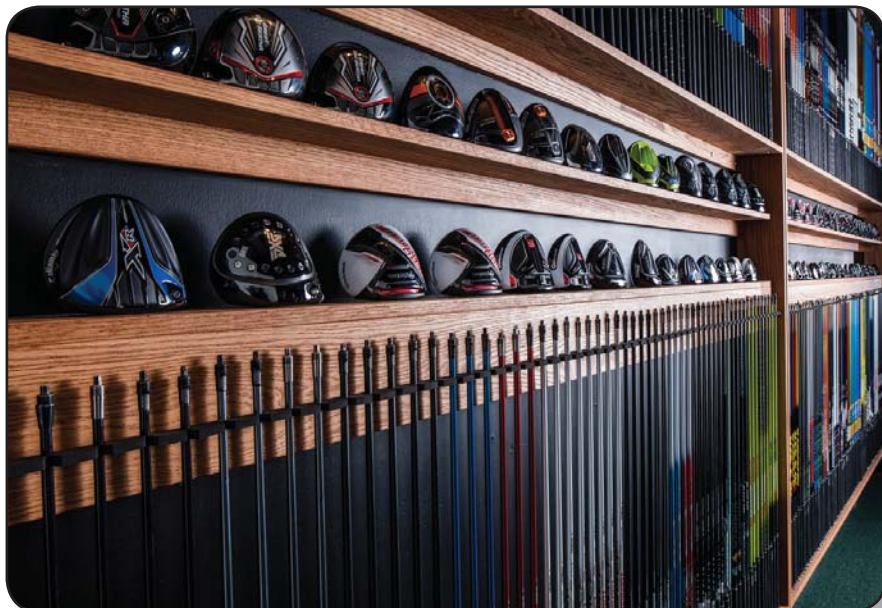
"My responsibilities include qualifying potential clientele for the desired golf equipment needs," said Raffe. "This is done through a thorough training regimen in both classroom and

"hands-on" environments. Using the latest in head, shaft and fitting technology Club Champion provides the ultimate fitting process. Comprehensive detail and precision allow Club Champion to provide our client with a one of a kind experience."

From our conversation, we went right to the hitting bays where I did several swings and hits with my old driver to determine several factors important to Bruce to start the search for a better club. The Trackman launch monitor gave him a bevy of numbers including: swing speed, launch angle at impact, clubhead speed, launch speed, ball spin rotation, carry and roll-out, along with other technical figures analyzed by Bruce and studio manager Rob Gallagher to pinpoint the direction toward the club fitting selections.

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Golf Digest study



CLUB CHAMPION

Sharon Corners Shopping Center

4724 Sharon Road, Suite 2J

Monday - Thursday 10 am - 6 pm

Friday & Saturday 9 am - 5 pm

(980) 585-2926

www.clubchampiongolf.com



It was quite amazing how you could feel the difference the various clubs offered, from a lighter/heavier clubhead, shaft flex, degree of loft and size of grip. As Raffe worked through combinations, we started to focus on tightening the target pattern with each club, total carry and final roll-out distance.

As a senior golfer, any additional distance can only help lower my score. After Bruce's patience and expertise, I was able to pick up more than 12-yards of carry and up to 20-yards roll-out distance with my new Callaway driver. Giving me the confidence to swing away and set up better short irons into greens, and better scores. I felt very good about my results based on a Golf Digest study that found that 8 out of 9 Club Champion customers gained an average of 21 yards off the tee and lowered their scores by as much as 6 strokes per round.

The beauty of Club Champion is that you don't have to change clubs entirely, they can customize your current clubs for a better fit by changing a variety of elements to better fit your swing. This personalizing is just part of the additional service offered along with other repair work.

The Charlotte studio located at 4724 Sharon Road, Suite 2J, is open from 10 a.m. to 6 p.m. Monday through Thursday and Friday and Saturday 9 a.m. to 5 p.m. More information on the company can be found at www.clubchampiongolf.com or by calling (980) 585-2926.



CLUB CHAMPION signs David Leadbetter

“Properly fitted clubs will make it much easier to lower your scores”

Club Champion, the country's #1 premium golf club fitter, builder, and retailer of the best brands in golf, has signed an endorsement deal with world-renowned golf coach David Leadbetter to spread the word on the benefits of club fitting. With advances in golf club technology, most golfers could easily hit the ball further and more accurately. Yet a Golf Magazine study found that 90% of U.S. golfers may be playing with improperly fit clubs.

Says David Leadbetter, “It never ceases to amaze me that golfers buy clubs off the shelf and assume they're right for them. Whether you're a great golfer or a casual one, getting a custom club fitting is one of the quickest ways to improve your game.”

Leadbetter is a Golf Digest top-4 instructor and has coached players to 20 Major Championship titles and over 100 individual worldwide tournament victories. Seven of those players have been ranked #1 in the Official World Golf Rankings. When it comes to understanding the importance of having properly fitted golf clubs, no one is better qualified than Leadbetter to speak on the subject.



According to Club Champion President Joe Lee, “David is an ideal representative for Club Champion. His reputation as a top instructor and his understanding of club fitting make him uniquely qualified to speak to golfers on the topic of fitting.”

For more than 30 years, David has operated the Leadbetter Academy. He and his instructors have seen countless players fall short of their potential because of improperly fitted golf equipment.

“A club fitting will definitely help any golfer play better,” David states. “My students all benefitted from a custom club fitting. Lessons are critical, but if you're fighting your equipment, you can only progress so far. Properly fitted clubs will make it much easier to lower your scores. I'm confident Club Champion will find the perfect clubs for you.”