

Follow Through

Presented by Srixon Sports Australasia

AUGUST 2005

PGA SHOW HIGHLIGHTS



SRIXON 506
Trade Support

NEW AD333 & ETONIC
Preview our upcoming releases

SRIXON


Etonic


TOUR SPECIAL
Equipment by Srixon

A Super Show



When the doors finally closed on Sunday evening after four hectic days, the general consensus was that the 2005 PGA Golf Show had been the best for many years. The number of exhibitors was up considerably on 2004 to 141, while the individual trade delegates who attended rose by more than 20% to 1195. According to the organisers, “the magical powers of the sunny Queensland Gold Coast infected everyone who attended the 2005 show,” and there’s no question the location provided a welcome break from the chilly climes down south.

Many questioned the wisdom in rotating the show between the Gold

Coast, Sydney and Melbourne, but for 2006 it’s back to Sydney where the show will be held at the Convention and Exhibition Centre at Darling Harbour. The actual dates have not been settled, but expect it to be in late July.

From our point of view, the show was very positive and there is no doubt that the Srixon brand is now very firmly entrenched in the minds of the consumers. The new Srixon 506 woods and irons received universal praise and the Z-URS ball is clearly going to be a smash hit. Our staff were kept extremely busy throughout the two trade days and the weekend when the show was open to the public.



The Surfers' Summit

The work didn’t stop when the show finished, in fact on Sunday it was a double shift as we combined duties at the PGA Show with the opening of our own South East Asian Distributor Conference. This was the second annual meeting and we hosted a total of 30 delegates from Malaysia, Brunei, Indonesia, Singapore, China, The Philippines, South Africa and Korea. Representing Srixon were SRI President Hiroyuki Bamba, Takao Mizuno, who is responsible for all sales for SRI Sports, Tsuneo Hayashi, Executive Manager for Overseas Business, Kotaro Iguchi, Marketing Manager, and Nishi Guchi from Srixon’s Technical Department. The conference formally began with a visit to the PGA Show on Sunday after noon before relocating to the nearby Courtyard Marriott hotel. The next day and a half was spent examining new Srixon products and discussing developments with Srixon technical staff – an extensive and very informative time that was appreciated by all. Our final day was a little more relaxed, with a visit to Hope Island for a round of golf where we were joined by two of our Asian Tour Staff – 2005 Philippines Open winner Adam Le Vesconte and Chris Travers. The strength of the delegation emphasises the importance of SRI’s presence in golf markets in Australia and New Zealand, and the conference was hailed by all as a positive and enjoyable experience.

If the Club Fits



It's no secret that we are working on the development of a Custom Fitting Program, the components of which are quickly coming together. Mark Gibson, twice winner of the PGA Teacher of the Year and recognised as one of Australia's leading club fitters, is designing the system, and already there are four prototype units in the market place. Additionally, we are looking at areas such as Launch Monitors and Computer Fitting equipment. Those who attended the PGA Show would have seen the product demonstrated by Flight Scope, a South African company that specialises in missile guidance systems. We have been very impressed with this product, to the end that we have purchased some for evaluation. One each of the units will be sent to Queensland, NSW and Victoria

for evaluation, and this represents Flight Scope's first sales in the Australian market. One major benefit is that it can be either fixed or portable and interfaces with a standard laptop computer. We've found the Staybright screen on the Sony laptop to be ideal, particularly in outdoor conditions where it is clearly readable in direct sunlight. Club head speed, ball speed, back spin, sidespin, distance and carry are all calculated and displayed, and when used at a driving range the actual distance is given – a benefit of the technology developed for missile guidance. It makes the standard Launch Monitor obsolete, even though this is barely 18 months old. The Flight Scope system is very light, easily portable, suitable for right and left handed players, and can be set up in two minutes. Before the year is out, a fully wire-less version will be available, meaning there is no cabling needed

333 A Hit!



Since its introduction, the Srixon AD-333 ball has been our best seller, and now it's set to be even better. The '06 AD-333 broke cover at the PGA Show and will be available from December 1st, with a suggested retail price per dozen of \$39. A smart new graphics package distinguishes the new AD-333 from its predecessor, but the real difference is inside. A newly-developed PBDS-enhanced Energetic Gradient Growth Core is firmer on the outside and gets progressively softer towards the centre. Surrounding the core is a soft new Rablon-HR blended cover. To

launch this exciting product we are joining forces with Cadbury Schweppes for a promotion that rolls out on November 14th and runs until January 15th 2006 – for all green grass outlets. The promotion has already been tested at two outlets delivering excellent results over a two-week promotional period. Total drink sales for the promotion increased by 209% and total new ball sales increased by 115%. For every customer that bought a Gatorade, 42% spent the extra money to buy the excellent value for money AD333 ball. So make sure you have plenty of new AD333 stock on hand for the November 14th promotion kick off.

Shoes at the Show

It wasn't all clubs and balls at the PGA Show – our Etonic stand did brisk business for the whole four days and featured the debuts of two new models. The Dri-XC Athletic is built on a special new athletic last with a leather upper. It comes with a one-year waterproof guarantee in either white or black and has a new outsole design with a fast-twist spike system. The Dri-XC represents excellent value and made a major impact at the show – reflecting our view that, until now, there has been a serious deficiency in athletic-style golf shoes on the local market. Etonic's second offering is the Dri-Lite, a classically-styled shoe with leather upper and one-year waterproof guarantee. This too is built on a new outsole with fast-twist spike system and is available in three colour options; white with a black saddle, burgundy with black saddle and white with bomber brown saddle. Suggested retail is \$99 – tremendous value for such a quality shoe. To introduce these models we have a special sales program, so talk to your rep now.



506 Fanfare

The new Srixon W506 woods and I506 irons represent a significant step in the company's history, and we've planned a fitting launch program for the new models. In store, we have new Point-of-Purchase display units, and there is a solid media campaign about to roll out. You'll see a double-page inside front cover spread in the October edition of Golf Digest, and a double page spread in New Zealand Golf Magazine. These will be followed up with single pages in Golf Australia, the PGA Magazine, and in the New Zealand Golf Gazette and The Cut. There will also be editorial support in all publications and on websites like iseekgolf.com, which also has banner ads. There are informative new consumer leaflets and a very good DVD. This played continuously at the PGA Show and was hailed as being a breakthrough in communication with its unique graphics and easily-understood explanations. If we sound excited about these new clubs, it's because we are!



Matt's maiden win

Just back home with a nice trophy in his bag is Queenslander Matt Ballard. Matt was ecstatic after his first 4-round win as a professional, taking out the New Caledonia Open by a massive 8 strokes from Michael Wright, Jason Norris and Jean Luey Guepy. His rounds of 67, 67, 68 and 74 gave him a 12-under par total. In a note to us Matt said, "The Srixon gear and equipment has been awesome. I could not have done it without your support. Thanks must go to you and the whole Srixon team for your continued support. It is greatly appreciated and I am looking forward to continuing on my winning ways!" There's nothing like a positive outlook. Well done Matt.

Tour Tidings



Continuing his good form of late, Robert Allenby came home in fourth position at the Buick Open at Warwick Hills Golf & Country Club in Michigan at the end of July. Playing the Z-URS ball and Srixon Prototype forged irons, his 18-under par total of 270 included an ace at the 179-yard 11th hole. On the Japanese Golf Tour, Tatsuhiko Takahashi won the Aiful Cup playing with Srixon I-302 irons and a Z-UR ball. On the same weekend Karrie Webb finished at seven under par for T11 at the Weetabix British Open.

Back in the USA on August 8, Tim Clark, who has already won twice on the European Tour this year, finished a tied sixth with fellow Srixon staffer Tim Petrovic at the Castle Pines International. The result hoisted Clark to 16th on the World Golf Rankings and 18th on the PGA Money list. Across the pond on the

Ladies European Tour, Laura Davies finished second in the Wales Ladies Championship playing a Z-URS, with Iben Tinning T8.

On the up and up

Figures just released from the Sporting Goods Association survey from January to June 2005 shows the golf industry is up 4% on the corresponding period last year. That being the case, we're clearly very pleased with our figures, which are up 20% - well ahead of the industry as a whole, and show that we have made major inroads into the market share of our competitors. Both June and July have been record months for us and we have strong forecasts for the next two quarters as well. This coincides with some innovative new consumer programs that are in the pipeline, and on the wholesale side, we now have preferred status with both green grass buying groups – Leading Edge and The On-Course Group. It all adds up to one thing – Srixon is the hot brand!

