

FOR IMMEDIATE RELEASE:

Cool Clubs Custom Golf Club Fitting Expands To San Francisco Bay Area

The rapid growth of Cool Clubs, the world's leading custom golf club fitting company, has been fueled by their proprietary technology that turns custom fitting into an exact science for golfers of all skill levels.

San Francisco, CA, May 3, 2011

Cool Clubs, the world's leading custom golf club fitting company, has announced the opening of their new club-fitting studio serving the San Francisco Bay Area. The new high-tech studio incorporates over 3,000 square feet of space at the Mariner's Point Golf Course & Driving Range in Foster City, CA. The studio features two indoor fitting bays, the ability to go outdoors and take measurements while hitting off of grass, and their proprietary putting studio that uses 8 high-speed cameras.

Mark Timms, Founder and CEO of Cool Clubs states, "Our rapid growth has been fueled by superior technology, the expertise of our fitters and club builders, and personalized service to each golfer. That's what we are bringing to the new studio to help Bay Area golfers of all skill levels play better golf."

Cool Clubs uses the best technology available to collect complete data about each golfer's swing and club performance characteristics. This data is then interpreted by Cool Clubs' proprietary software to identify the ideal equipment for each golfer's swing. Cool Clubs offers fittings for the Driver, Long Game, Irons and Putter.

"We offer more demos of club and shaft combinations than anyone, with over 25,000 possible combinations," states Timms. "We use our own custom connection system along with those of all the major brand manufacturers. This gives us the ability to fine-tune the performance of each club more precisely."

A Cool Clubs fitting session includes testing the golfer's current clubs to measure loft, lie, swing weight and shaft frequency. The launch monitor then tracks club impact, ball flight, spin, clubhead speed and carry distance for the current clubs. Cool Clubs software then evaluates the data and recommends changes to club configurations. The player then compares the results using clubs that incorporate the changes.

"With off-the-rack clubs, there can be significant variations in club performance within the same set, plus golfers lack the data needed to understand what club-shaft-grip combination is best for their swing," states Timms. "We assure the golfer that every club in the bag is precisely tuned for their swing. Since we work with all the major club manufacturers, we can identify the best fit for each golfer."

The new club-fitting studio is centrally located in Foster City, putting it less than 45 minutes drive for golfers from Marin County to San Jose as well as throughout the East Bay.

Cool Clubs was founded in 2007 and is based out of Scottsdale, AZ. Cool Clubs currently has three club-fitting studios in Scottsdale, AZ, as well as studios in Dallas, TX, Irvine, CA, and Tokyo, Japan. CEO Mark Timms has been in the custom golf club fitting business since 1990. He has been an industry leader in developing data-driven performance solutions for golf clubs.

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