

BLACK

BOOK



### —Coolest Clubs in Town

It's no secret that as much as the game is beloved, golf with the wrong equipment can be a frustrating endeavor. Even good players often find themselves pulling their hair out. But more times than not, the solution to your slice is easier than you might think. And that's where Cool Clubs comes in.

Cool Clubs is the world's leading golf club fitting company, where advanced technology, the latest brand-name equipment, and expert and personalized service all converge to raise the whole spectrum of golfers' games to the next level.

Contrary to popular belief, having your clubs fit for your specific swing is not something reserved for the pros. Everyone can do it, and everyone can benefit from it. For two decades, Cool Clubs founder Mark Timms has worked closely with thousands of golfers. Cool Clubs uses industry-leading testing technology, including TrackMan and their own proprietary software, to measure and calibrate a player's swing dynamics, and then they match those dynamics with the perfect club for the individual golfer. And almost immediately, whether you're a scratch player or a 30-handicap, you'll see major improvements in your game.

Headquartered in Scottsdale, AZ, in a state-of-the-art 10,000-square-foot facility, Cool Clubs features private fitting bays, two putting studios, a full-service production workshop and a custom design studio. And if you'd rather be fitted outside, Cool Clubs will be offering fitting at TPC Scottsdale's TOUR Academy starting in December.

For more information or to book a fitting appointment, you can visit [www.coolclubs.com](http://www.coolclubs.com), or call 1-888-284-9292. And remember, every player's swing is different, so why should all clubs be the same?

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