

*Adams*<sup>TM</sup>

2013

**PUBLICITY  
HIGHLIGHTS**





*"SUPER is the key word for Adams, the noted hybrid manufacturer."*  
- Sports Illustrated

*"The best hybrid in the game just got better. Already the top choice among pros, Adams turned it up a notch. Getting the ball in the air is easy from any lie with its fairway woods and hybrids."*

- USA Today



## MEN'S JOURNAL



*"Adams' new Tight Lies was designed for less than ideal situations. The thin sole line helps carve the ball out of the deep rough and the Velocity Slot Technology provides for noticeable added distance."*

- Men's Journal



*"Adams has long been the leader in hybrids and its 'Through Slot' has only added more distance and control."*

- CBS Sports



*“Adams had an amazing year in 2013, making a big comeback in several equipment categories while enhancing its foothold in others. The results speak for themselves.”*

- SCORE Golf



*“Tight Lies, created in 1995, became a golf industry legend. Adams has redesigned the clubs, to dig a golf ball from unfriendly territory and get it to the green from around 200 yards away.”*

- Cigar Aficionado



*“Forged players irons aren’t usually packed with the latest technology. But Adams Golf believes its new XTD set is an exception.”*

- Golf Digest



*“Borrowed from Adams’ popular fairway woods and hybrids, is the ‘velocity slot,’ a channel in the sole that helps increase ball speed and launch angle.”*

- Robb Report



*“Adams unveiled a new logo, color palette and a new generation of its famous Tight Lies. This is part of Adams’ efforts to integrate its ‘Make Golf Easy’ philosophy into every facet of its business.”*

- PGA.com

*“Southwest Airlines and Adams Golf, both based in Dallas, formed a partnership that puts logos of both brands on the hats and golf bags of eight PGA Tour pros.”*

- Sports Business Journal



*“Adams Golf has referred to itself as a ‘second shot company’ while riding the success of two generations of Tight Lies fairway woods and a variety of hybrid models.”*

- Golfweek

*“Show your hybrid savvy when you pull out the Adams Super S hybrid – the No. 1 club of its kind on the PGA Tour.”*

- US Airways Magazine





# MAXIM



*"We're big enough to admit it: We lost all confidence in our fairway woods. Skulled them or crossed 'em over. Nearly gave up on the damn things. But the new **Adams** Tight Lies has come to the rescue."*

- Maxim

*"Mid- to high-handicappers look for maximum forgiveness and distance, making the game more enjoyable and helping to shoot lower scores. **Adams'** New Idea iron fits the bill, thanks to a revolutionary wraparound slot."*

- PGATour.com



*"Fairway woods have long lived in the shadow of drivers, but **Adams** is tipped to change things. Its patented Velocity Slot Technology promotes a trampoline-like effect that literally launches the ball toward the hole."*

- CNN

*"Adams Golf continues to churn out quality clubs for all skill levels."*

- Athlon Sports Annual





# YAHOO!



*“From the first day, **Adams’ SUPER S** fairway has been in my bag. It’s as solid a three-wood as I’ve ever hit. If you’re looking for one that’s easy to hit and goes a long way, give this a swing.”*

- Yahoo!

# LINKS



*“**Adams’** rebirth continues with more new products, aimed at golfers of all levels. The mantra for all Adams clubs is ‘easy to hit.’”*

- LINKS

# GOLF.com



*“The **Adams SUPER DHy** bridges the gap between big-hitting hybrids and mid- to long irons.”*

- GOLF.com

*“The **Houston Open** marked the introduction of the new Southwest Airlines **Adams Golf** team. They were easily identified on the range by their bags, which now carry both brands’ logos.”*

- Houston Chronicle





*“Adams Golf is topping off a big year in a big way — by introducing a new collection of top-of-the-line XTD clubs.”*

- PGA.com

*“Adams is bullish about its Cut-Thru Slot technology, stating that its floating face and hollow design will deliver a consistently faster face and added forgiveness.”*

- Golfweek



*“The XTD driver features Cut-Thru Slots, an extension of Adams’ Velocity Slot Technology. It allows greater clubface flex, expanding the sweet spot and helping prevent a fall-off in ball speed.”*

- About.com

*“Adams’ easy-to-hit Idea SUPER LS hybrid features a slot on the sole that gives it superior flexion. That translates into extra ball speed and distance.”*

- Celebrated Living





# SCOREGolf

## TaylorMade and Adams in Business Spotlight

Created: Thu, 25 Jul 2013 10:59:49



**Rob Young**  
EQUIPMENT & BUSINESS NEWS

Although the equipment grip changes, all of these are off and on items released coincided with the release of the RDC Canadian Open. The tournament was held in the beautiful Pines Trust and a drive which was usual for the RDC Canadian Open.

The reason TaylorMade was RDC driver...  
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TaylorMade will release their other...  
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*"Adams has opted for a brand makeover. Gone are the old ticker tape logo, solid script and more muted color scheme in favor of a freshened script and blue/white color platform."*

- SCORE Golf

*"Adams is changing the way golfers view forged iron sets, blending the look and feel of traditional forged irons with Cut-Thru Slot and hybrid technology to create one of the most unique sets on the market."*

- PGATour.com

### 1:48 PM Spotlight: Adams Golf forged XTD irons



Adams' XTD forged irons have two tungsten plugs in the sole.

By Jonathan Ward, PGA TOUR.COM Equipment Insider

Adams Golf is changing the way golfers view forged iron sets, blending the look and feel of the traditional forged iron with the modern's cut-thru slot and hybrid technology to create one of the most unique sets on the market.

"We created a forged iron that's caught up to our legendary hybrid technology, breaking the mold of what's been around for 80 years," said Justin Perna, Senior Director of Research and Development. "Most blades provide distance for golfers but not in terms of feel and improvement on off-center shots."

According to Adams, the average 15.5-inch blade carries at least one hybrid in the bag — a number that has increased over the years with the decline of traditional long irons and the rise in hybrids and driving irons.

Instead of introducing a set of forged irons that had traditional long irons, Adams' R&D team decided to replace the 3- and 4-iron with a new Cut-Thru Slot driving hybrid.

Released earlier this year at the Shell Houston Open, the XTD is a hollow-bodied hybrid that features a tungsten-filled face, a tungsten sole and a slot in the bottom of the sole that increases ball speed. The club also has a center of gravity that is behind an eye and forward, which gives it a more pronounced feel with more forgiveness and less spin.



## Fall golf equipment guide

By Kyle Marler | Golf Writer  
October 10, 2013 10:04am EDT

Move Golf: More golf | Leaderboard | Rankings | Expert Picks | Equipment  
It's fall — according to the weather and the calendar — and we're (officially) some seven months away from the start of your golf season.  
The days are shorter, but the nights are more fun without the summer sun beating down on you. I realize not all parts of the country see particularly bright fall weather, but the weather is starting to get better. It is, in fact, one of the best times to go for your golfing season. With that in mind, let's look at all the equipment and gear you need to watch out for this October to get your gear to be as cool as the weather.  
You can click on the photos to take you to the site where you can purchase each item.

Product	Stars out of 5	Analysis
	5	The Bushnell Tour v3 Rangefinder is absolutely perfect for getting much more out of your golf. The best thing for me with rangefinders is how much time it takes to get the device up and running so I'm not holding up the group behind me. Bushnell wants to be "that guy" in your club. The Tour v3 Rear View Bag and get a good distance in about 10 seconds. Really love this product. \$299
	5	My first time out with the TaylorMade RDC driver I drove a 310 yard par 4 green and took the putt for eagle. So yeah, you should get the partner in the club. The RDC is in the bag during the Presidents Cup this year and it seemed to work just fine. I'm a fan. I have the ability to slide this weight on the bottom of the club based on whether you're a 21-year-old or a 60-year-old. Huge benefit on a speed club. \$599

*"When Adams released its new version of Tight Lies, I was downright giddy. I especially love hitting it out of the short rough as it gives me some 'pop' I don't usually have."*

- CBS Sports

*"The newly refreshed Adams Golf has a new line of woods that promises big distance and forgiveness. The XTD driver is tested four ways for the utmost in springiness. The best-looking Adams woods we've seen? Absolutely."*

- Golf Tips



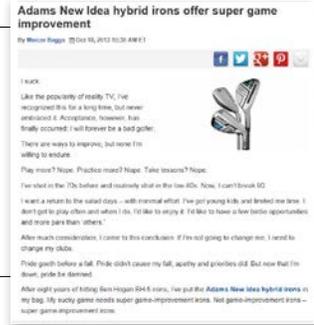


*"Adams is known for its combination sets of irons and hybrids. The concept here is no mystery: Enhance the ability to get the ball in the air and achieve more carry distance. Adams has plenty of experience implementing this."*

- Golfweek



GOLF CHANNEL®



*"After two hours on the range with the Adams New Idea, I left impressed and hopeful. My first shot, sure enough, went off the toe of the wedge. But it still had a nice, high trajectory."*

- Golf Channel

### The San Diego Union-Tribune.



*"Tight Lies is now 18 years old and still among the easiest fairway clubs to hit — this writer can personally attest to that. The latest version proves that Adams hasn't rested on its reputation."*

- The San Diego Union-Tribune



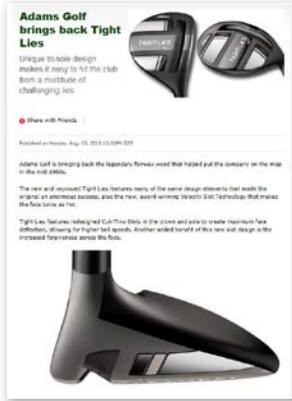
*"With the DHy, Adams believes they have retained the best qualities of an iron while offering the forgiveness of a bigger hybrid."*

- MyGolfSpy





**THE GLOBE AND MAIL**  
CANADA'S NATIONAL NEWSPAPER • FOUNDED 1844



*"The new and improved Tight Lies features many design elements that made the original an enormous success, plus Adams' award-winning Velocity Slot Technology that makes the face twice as hot."*

- The Globe and Mail

*"Adams' New Idea hybrid/irons set helps mid-high handicappers get shots airborne. A wraparound slot widens the sweet spot for mis-hit forgiveness and distance."*

- PGA Magazine



*"Adams Golf is well-regarded as the leader in hybrid technology. There isn't a shot a hybrid can't make a little easier – off the tee, out of the rough, around the green, even from a fairway bunker."*

- Cape Cod Times

*"Adams' XTD driver combined cut-through sole and crown slots with a progressive face thickness for speed on off-center hits."*

- FORE Magazine





*“Adams is returning to its easy-to-hit roots, and the brand is reviving the Tight Lies woods as a centerpiece of that effort.”*

- Golfweek

*“Adams says its hottest hybrid face ever produces ball speed similar to a driver. Velocity slots on the sole and crown produce an enhanced trampoline effect (67 percent more than traditional designs).”*

- GOLF Magazine



*“Adams designed DHy to be easier than a long iron yet still workable. The face has a bulge to control excessive shot curvature on toe and heel hits.”*

- Golf Digest



*“The king of hybrids gets even better with two new Super models. Adams’ S model could easily be the most versatile club in many amateur’s golf bags.”*

- Flagstick Magazine





# CALGARY HERALD



*"When you talk **Adams** the first thought is hybrid. The company has been leader of the pack in easy-to-hit clubs, first perfecting this with the Idea line and now taking it to an even higher state-of-the-art level."*

- Calgary Herald



GOLF CHANNEL®

Sweet summertime: New driver technology



*"This is Tight Lies 2.0. **Adams** has changed the face flexibility to double the CT of what it was on the original Tight Lies. Essentially, this face is almost floating. That's a big springlike effect."*

- Golf Channel



*"**Adams'** new Idea provide 44 percent more ball speed on off-center hits and 24 percent on flush shots because of increased flex from the unsupported faces."*

- Golf Business

# Golf Digest

Adams takes the slot-soled iron one step farther

MONDAY, SEPTEMBER 21, 2013

By Mike Stachura

Adams Golf has been working on the idea of building sets of irons with three types of clubs to provide ideal sandgap gaps, sleek look and the softest, most game-improvement irons.



*"What's unique is a slot that runs along the sole and continues toward the upper toe. It grew out of **Adams'** research that 80 percent of 15-plus handicappers made impact with their irons an average of one-half inch toward the toe."*

- Golf Digest



*"New Idea hybrids come with Adams' patented upside-down shape that puts more surface area lower on the face where golfers generally make contact."*

- Global Golf Post

*"Adams' SUPER 9031 offers enhanced shaping and the use of slots to produce a hotter clubface, while the SUPER DHy offers a penetrating ball flight with workability that is superior to today's standard irons."*

- Avid Golfer



### ALBUQUERQUE JOURNAL

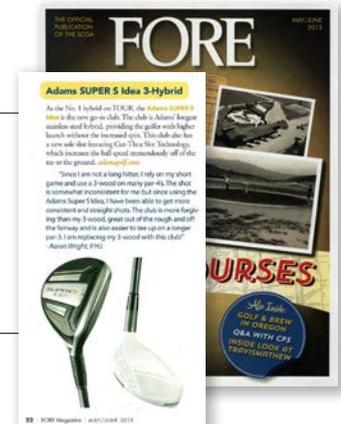


*"Adams pioneered Velocity Slot Technology. The concept was conceived to increase ball speed and it has now been incorporated into the sole, which has enlarged the club's sweet spot."*

- Albuquerque Journal

*"As the No. 1 hybrid on Tour, Adams' SUPER S is the new go-to club. It's more forgiving than my 3-wood, great out of the rough and off the fairway. I'm replacing my 3-wood with this club!"*

- FORE Magazine





*"Adams' melding of a classic, revolutionary Tight Lies design with the new cut-through slot feature is impressive."*

- WorldGolf.com



*"Adams' Tight Lies is nails, the ball shot off the club with a piercing flight, yet landed pillowy-soft on the green. Yes, it's my favorite fairway wood."*

- Avid Golfer



*"The Adams 9031 for low-to-mid handicappers has a diminutive 80cc clubhead with slots in the sole and crown to boost ball speed. Its thin stainless steel clubface produces a spring effect."*

- PGA Magazine



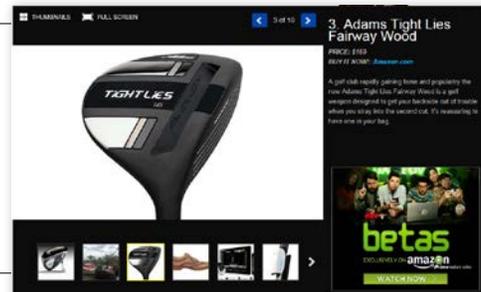
*"The performance of the Yes! Stephanie was best of any mid-mallets, easy to aim and great distance control."*

- Golfing Magazine



*“Known for its easy-to-hit hybrids, **Adams** is touting the Idea Super S hybrid, which helps launch the ball high without more spin while its cut-through sole slot also boosts distance.”*

- Troon Golf & Travel



*“A golf club rapidly gaining fame and popularity, the new **Adams** Tight Lies is a golf weapon designed to get your backside out of trouble when you stray into the second cut.”*

- Crave Online



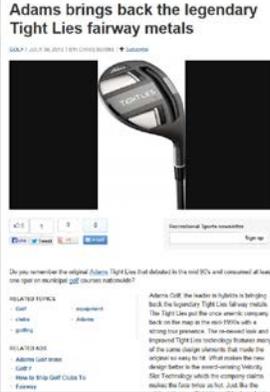
*“The classic revolutionary club design, combined with today’s technology, make the new **Adams** Tight Lies the easiest-to-hit fairway wood, packed with a hot face for increased distance.”*

- Golf Getaways

*“**Adams** updated the popular Tight Lies with the low profile face to make it even better but it still maintains its easy-to-hit-from-any-lie design.”*

- SCORE Golf





"Fairway woods have become 'mini drivers' that are extremely hard to hit out of the rough or sand due to their larger size. **Adams'** new Tight Lies will revolutionize the game just as the original did."

- Examiner.com



"This year **Adams** Golf has turned to crushing golf balls with its Speedline series of drivers. I took some pretty wild swings with the Super S and still get away with bombing the ball down the fairway."

- The Loop (Canada)



"The playability from every type of lie, and the ease at which golfers can get the ball in the air makes **Adams'** Tight Lies the perfect club to hit those long par-4's and par-5's. For the first time in a long time, golfers will love hitting a fairway wood again."

- PGA.com



"**Yes!** Golf was first with the idea of using curved concentric grooves in the putter face to grip the ball at impact. C-Groove technology produces a forward roll more quickly than other putters because it reduces the amount the ball skidded and therefore it begins rolling sooner."

- The A Position





*"Although many hybrids now have clubheads so large they often are confused for fairway woods, **Adams** is bucking that trend with its SUPER 9031."*

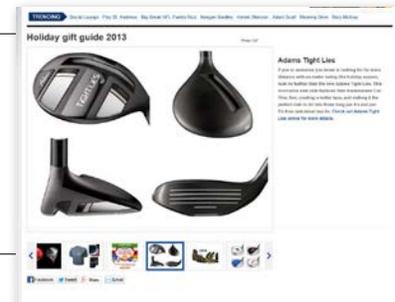
- Golf World



GOLF CHANNEL®

*"Tight Lies features **Adams'** trademarked Cut-Thru Slot, creating a hotter face, and making it the perfect club to hit into those long par-4's and par-5's from just about any lie."*

- Golf Channel



*"**Adams'** SUPER S hybrid boasts one slot along the sole, behind the thin face, that ramps up your ball speed and distance, while another on the crown boosts the trampoline effect."*

- Private Clubs Magazine

WESTCHESTER  
MAGAZINE

*"**Adams Golf**, not content to sit on its lead in hybrids played on the PGA Tour, has brought out Super S and LS with 'Velocity Slot Technology,' the strategic placement of slots in the sole and crown that produce a spring-like effect near the USGA limits."*

- Westchester Magazine





Adams Idea Hybrid Irons Review



Adams Golf knows hybrids. Beyond that, they know hybrid irons. Well enough, in fact, that they can lay claim as the number one hybrid iron in golf. While not the flashiest category of golf equipment, hybrid irons are very popular with a large segment of golfers and have offered help to many. Some masters may recall a successful forum testing THER facilitated with Adams a 2009 irons in 2011, where we saw many average golfers enjoy the benefits the set had to offer. The 2014 iteration of this line, the Idea Hybrid Iron set, features some of the same technology we've seen elsewhere under the TaylorMade/Adams umbrella, and even expands on it. Adams is calling this the most forgiving and playable set they've released.

*"Adams Golf knows hybrids. Beyond that, they know hybrid irons. Well enough, in fact, that they can lay claim as the number one hybrid iron in golf."*

- The Hackers Paradise

*"We've hit the Adams Speedline LS driver, and it's hot. White hot because of the matte-white crown, and 'more-distance' hot because of the Velocity Slot Technology."*

- Golf Partners Club

**GOLF PARTNERS CLUB**

Giveaway--Adams Speedline Super LS



New drivers ain't cheap (duh), but it just so happens that this one is. This particular driver, the new Adams Speedline Super LS, normally has a retail price of \$449. Not today. Today and throughout the Speedline Super LS Driver Sweepstakes, the driver will cost you zilch -- if you win the sweep.

We've hit the Speedline LS driver, and it's hot. White hot because of the matte-white crown, and 'more-distance' hot because of the Velocity Slot Technology. The slot in the sole is deeper in the heel and toe to increase the sweet spot across the face. This new-age expansion provides consistently higher ball speeds for longer drives. Also, Adams Fast Fit allows you to adjust face angle, length and swing weight to fine tune this driver for maximum performance.

ROCKY MOUNTAIN GOLF

'Tis The Season: Gift Ideas for the Holidays - Adams XTD Clubs.

BY KIM D. MURPHY, ASSOCIATE EDITOR



With Hanukkah starting in less than a week and Christmas not far behind, giving a few clubs or set of clubs would bring joy to golfers in your circle. In the top Adams Golf introduced the XTD line, which introduced numerous breakthrough technologies allowing for improved ball velocity, forgiveness and ball speed generation.

A Process Unique to Adams Golf.

Every XTD driver is tested four times throughout the manufacturing process to ensure a maximum consistent spring-act effect. Partnering with LPGA's permission limits, the company believes the unique process -- not known to be practiced by any other manufacturer -- results in the hottest face in golf.

"Quite frankly, these XTD products are the best we make thanks to a spine-in-engineered method to create game-changing technology," said Justin Honea, Senior Director of Research and Development. "We ignored convention, built products with premium materials and pushed the limits to deliver jaw-dropping ball speed increases off the face for every club in the bag."

Game-changing Innovations.

Known for its game-changing innovation and easy-to-hit equipment, the Texas-based company has created its most advanced driver and forged iron clubs that feature designs distinguished by Cut-Thru Slot Technology. The above advancement to Adams' patented Velocity Slot Technology, the XTD driver provides unmatched face flexion and expands the sweet spot to promote maximum ball speed off-center and on-center shafts. True to Adams' aerodynamic shaping, there are neither

*"Known for its game-changing innovation and easy-to-hit equipment, Adams has created its most advanced driver and forged irons, clubs that feature designs distinguished by Cut-Thru Slot Technology."*

- Rocky Mountain Golf

*"Adams Golf has long been known for its innovative approaches to fairway woods and hybrids, dating back to the original Tight Lies clubs of the 1990s."*

- Back9 Network

**backnine NETWORK**

Gearing Up: Adams Idea Hybrid Irons



Adams Golf's Idea Hybrid Irons are the most forgiving and playable set they've ever released. The Idea Hybrid Iron set features some of the same technology we've seen elsewhere under the TaylorMade/Adams umbrella, and even expands on it. Adams is calling this the most forgiving and playable set they've released.



"The new Tight Lies from Adams will revolutionize the game just as the original did. The more we hit it the more we wanted to re-create impossible situations. My playing partner said 'this has to be a 3-wood on steroids.'"

- South Florida Golf Magazine



"Golfers notice the ease with which they make solid contact using Adams' new Tight Lies from a multitude of challenging lies. The unique tri-sole design reduces turf interaction to increase performance from anywhere."

- Ventura County Star



"In the hybrid market, Adams is still leading the way with several stellar offerings such as the SUPER LS and Idea Tech V4."

- Golf Range Magazine



"Not only did Tight Lies put Adams Golf on the map, its influence changed the way the fairway woods were designed and spawned the modern day hybrid."

- MyGolfSpy



*“Adams has changed how irons perform with revolutionary wraparound slots in its New Idea irons, generating higher ball speeds and more forgiveness, especially on off-center shots.”*

- Avid Golfer



*“Adams Golf has been the leader in ‘combo’ hybrid iron sets for the past decade and the SUPER S might be the company’s best yet.”*

- Texas Golfer



*“You can’t talk about hybrids without mentioning Adams, the number one played hybrid on the PGA Tour for good reason.”*

- Golf Oklahoma



*“Adams’ SUPER S is an adjustable-loft driver with aerodynamics that prioritize distance. The sweet spot is enormous.”*

- Golf Tips



*"Beyond the SUPER S's dashing good looks, we're most impressed with the incredible amount of features and engineering Adams built into this hybrid iron set."*

- Busted Wallet

*"Adams' revolutionary SUPER S driver features a new design in adjustability. Golfers won't have to stress about what loft to purchase anymore."*

- Arizona Sports & Lifestyle



*"The SUPER S irons from Adams feature a half-hollow undercut that boosts feel and performance, and a thin clubface that helps increase ball speed. The clubs strive to get shots up quickly with little effort."*

- The Met Golfer

*"While Adams has consistently been crushing it with its all-around lineup of clubs, they've been well-known as the undisputed champion of hybrids. I can simply trust the Adams hybrids."*

- Fresh Golf Reviews





# Golf Digest



*“Adams, the No. 1 hybrid played on the PGA Tour, brings its hybrid technology to its new drivers, while still finding ways to make its new hybrids act like drivers, thanks to its third-generation of spring-like-generating slots in the sole and crown.”*

- Golf Digest

*“Adams — a leader in hybrids for years — delivers its most advanced hybrid, which is essentially a driver in a hybrid body. Distance will not be a problem with this club, nor will any lie create havoc.”*

- USA Today



*“Like a racecar built to cut through the wind, the Adams Golf Speedline Tech Driver moves quicker to the ball, resulting in longer drives. The result comes in smooth, straight hits that launch bombs that don't stray.”*

- Cigar Aficionado

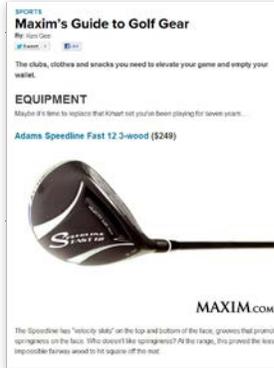
*“Finding irons that can benefit both your current and future skill set is like searching for the Holy Grail, but Adams Golf's Idea Black CB3s are as close as one can get to a timeless set of golf tools. With the CB3s, Adams has found the elusive midpoint between playability and workability.”*

- Men's Journal





# MAXIM



*"Adams uses 'velocity slots' on the top and bottom of the face that promote springiness on the face. Who doesn't like springiness?"*

- Maxim

## Daily Pulse

*"Adams Golf has introduced a personalized, grass roots marketing campaign. 'Easy Million' drives golfers to retail stores and demo days to gain a cumulative total of 1 Million yards of added distance with the company's new line of SUPER clubs."*

- Web Street Golf Report Daily Pulse



## GOLF CHANNEL



*"Adams Golf improved the shaping through the use of slopes and curves to allow the clubhead to cut through the air even faster, for greater clubhead speed and distance."*

- Golf Channel

*"Performance-wise, the Adams SUPER S hybrid lives up to its billing. The club was long, forgiving, and workable from tees, fairways, roughs, and even the occasional sand trap. When in trouble, you want a reliable stick."*

- ABC7 San Francisco





*"Adams Golf contributed to the birth of hybrid clubs, which served as alternatives for golfers who had trouble hitting their longer-shafted, larger headed fairway woods. These days, Adams is known as a market leader in the hybrid category."*

- Troon Golf & Travel Magazine



*"Adams, the No. 1 Hybrid on Tour, unveils latest innovation with third-generation Velocity Slot Technology. Slots are longer, deeper and wider than ever before, aiding in the increased trampoline effect for the ball off the clubface."*

- Dallas Morning News



Swing with These Last Minute Golf Gifts



*"This Adams SUPER S Hybrid is a perfect choice for tweener drives off long par threes or long fairway approaches on brutal par fives. When I swing it, I can feel that lower center of gravity and nice sweet spot."*

- Crave Online



*"Adams Golf has done nothing the past four years except be one of golf's more forward thinking equipment brands across a number of key categories."*

- SCOREGolf

