

# **PING** PRESS RELEASE

## **PING excels in Golf Digest Hot List Rankings; G2 iron earns Editors' Choice honor**

**FOR IMMEDIATE RELEASE, Phoenix, Ariz. (Jan. 5, 2005):** Golf Digest's annual Hot List Rankings, which appear in the magazine's February issue, recognize the exceptional performance and growing popularity of PING products from tee to green, according to John A. Solheim, PING's Chairman & CEO.

In the comprehensive rankings, which rate the "hottest" products in all major equipment categories, the PING G2<sup>®</sup> iron was awarded the "Editors' Choice" in the game-improvement iron category. This is the highest honor and given only to one product per category.

Additionally, PING was the only company to have products in every hard goods category that received highly recommended status or better. Highly recommended is the second highest honor and can be given to multiple products within a category. PING products receiving this distinction are the new G2 driver, G2 fairway woods, G2 HL irons, S59<sup>™</sup> irons, Tour wedge, Craze-E<sup>™</sup> putter and G2i<sup>™</sup> Anser putter.

"The strong showing in these prestigious rankings is testament to our passion for superior product development," said Solheim. "The appeal of the PING brand and G2 line of products continues to grow and gain momentum. Golfers have long trusted the performance, quality and value that PING offers. This recognition further enhances that relationship and strengthens our position as an innovation leader in all categories—from tee to green."

Among the other PING highlights on the 2005 Golf Digest Hot List:

-In the Personal Preference category (one of five criteria used to rank the products), four PING products ranked #1 with the judges. These are the G2 driver, G2 fairway woods, G2 irons and the Craze-E putter.

-Three products, Craze-E, G2 HL and G2i Anser, received the "Best Value" distinction.

-The Craze-E putter and G2 HL iron scored highest in the Technology/Innovation category.

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“Most satisfying is the fact that the G2 driver, fairway woods, irons and Craze-E putter ranked first in personal preference among the judges,” added Solheim. “We’ve always believed in letting PING clubs speak for themselves and have steered clear of over-hyping our products. In this particular category, our performance spoke louder than anyone else’s. That is especially gratifying for a company that puts engineering excellence above all else.”

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