SeeMore Introduces New SB1 Black Mallet Putters, mSeries In Canada
Sleek, 100% Milled Black, Satin Mallet Provides Enhanced Feel & Precise, Proven RST Alignment System

(Franklin, TN – FOR IMMEDIATE RELEASE) The SeeMore Putter Company is proud to announce that its entire product line, featuring its proprietary Riflescope Technology (RST) alignment system, is now available at Golf Town, Canada’s golf superstore.

SeeMore models include the beautiful new black satin SB1 and SB1w large mallet putter, its popular mSeries and original FGP putters. SeeMore will display at the 2008 PGA Ontario Golf Show at booth number 823.

“This is a valuable partnership with Golf Town, and SeeMore is eager to begin selling our premium putters to the millions of golfers in Canada,” says Jim Grundberg, managing partner and co-owner of SeeMore. “We are confident that Golf Town will help us promote and sell our beautiful putter designs, especially the new SB1, and our proven RST alignment system.”

SeeMore originally became recognized when Payne Stewart won the 1999 U.S. Open playing a SeeMore putter. Stewart one-putted the last three holes to win the championship by one stroke. He made what’s considered to be the longest putt in Open history on the 18th hole to win the tournament. Stewart also won the overall putting title for fewest putts per round over the entire 1999 season.

The brand was re-launched in 2007, and immediately regained worldwide prominence as Zach Johnson used a SeeMore FGP to win the 2007 Masters. Johnson also set the all-time putting average record on the Nationwide Tour for the entire season in 2003 (1.699 putts per GIR).

SB1 Black Anodized Finish Bold Contrast with RST
The new SB putters, 100% milled from 6061 aerospace aluminum, provide the advantage of SeeMore’s precision and proven RifleScope Technology (RST) alignment system with the touch, feel and feedback benefits of a large mallet design. The new SB1 putter series is proudly made in the USA.

“The new SeeMore SB1 produces a great roll and offers a solid, responsive feel and enhanced feedback with its aluminum head. When combined with our patented RST, it ensures that the golfer who loves a larger mallet will now be able to take advantage of the precision and proven alignment benefits of the SeeMore system,” says Grundberg.

“The SB1’s milled aluminum head has a black anodized finish that creates a bold contrast with the patented RifleScope Technology alignment system. The appearance is sleek, dynamic and very ‘cool’ in appearance, and we’re proud to make the SB1 in the United States. It is a beautiful club that is an attractive expansion to our product line up,” says Grundberg.

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The SB1 mallet is available with a straight shaft that enters the head near center. The SB1w mallet features SeeMore’s proprietary offset shaft called “Whistle shaft.” The Whistle Shaft is defined by a simple bend in the shaft that maintains the alignment and performance integrity of RifleScope Technology and the SeeMore putting system while allowing the golfer to place his hands slightly forward at address. The Whistle Shaft was introduced by SeeMore in 2008.

The SB1 standard head weight is 334 grams and custom weighting is available with every SB1 as an aftermarket or custom fit option, allowing increased weight up to 24 grams. The SB1 has a suggested retail price of $225. SB1 is available in limited supply this September from SeeMore and many of its authorized retail partners. Each SB1 has a unique serial number milled into the sole. The SB1 is also available in left hand, as well as belly and long models.

Deadly Precise Putters and Putting System
The patented RST, known by a visible gun sight on the top line, allows the golfer to set up the putter perfectly each and every time in relation to the intended target line. This is accomplished by lining up the black bottom portion of the shaft between two white lines and covering a signature red dot on the heel of the top line. The process is like locking radar onto a target. The two parallel white sight lines frame the shaft and serve as an indicator that the golfer is in perfect position to make a consistent and reliable stroke. The RST helps golfers favoring every type of putting stroke improve their performance on the greens.

“We consistently hear from golfers of all skill levels that they have improved their putting performance by using our deadly precise putters. Most importantly, they like that SeeMore putters provide a continuous feedback system to monitor the progress of their putting performance,” says Grundberg.

SeeMore putters with RST have an extra benefit of perfectly promoting and enhancing the popular pendulum-style (inside to square to inside) putting stroke favored by many of the best players in the world. In this stroke, the golfer sets his hands and the putter head directly below his eyes at set up and turns his shoulders, holding a triangle through the stroke.

“SeeMore putters also provide valuable feedback during practice sessions that enables a golfer to establish his own system for continuous improvement. This is accomplished when the golfer steps away from a putt and takes a practice stroke,” says Grundberg. “In a perfect pendulum stroke, the red dot will be covered at all times and the shaft will be lined up between the two white lines.”

SeeMore mSeries, Original FGP
The mSeries includes the m1, a classic heel/toe blade with center shaft; the m2, a classic heel/toe blade with heel shaft, the m3, a classic mallet with center shaft, the m1 blade belly and m3 mallet belly, m5 full-sized mallet with modified heel shaft design and the mFGP black and platinum milled tribute versions of the original FGP putter used by Zach Johnson to win the Masters and by Payne Stewart to win the U.S. Open.

SeeMore’s newly redesigned website at www.seemore.com has many new features including videos about the proprietary SeeMore putting system and its proven and patented RST alignment system as well as news about SeeMore’s remarkable legacy and Tour success. SeeMore putters are custom made in Franklin, TN.

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