

YES! Golf Becomes Distributor for Esoteric Golf Technology in U.S. and Canada

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Press release from: [Swash Putting Schools](#)

YES! Golf, the leader in grooved putter technology and Esoteric Golf Technology announced today they have reached an agreement for YES! Golf to be the exclusive distributor of the Esoteric Golf Technology in the United States and Canada.

"We are thrilled to be working with Yes! Golf," said Tomas Dahl, Esoteric Golf Technology President and CEO. "We believe that as successful as our putting system has been in Europe, it will be more so in the United States with the help of our new partnership with Yes! Golf. "We're looking forward to helping golfers throughout the world become better putters and we believe that Yes! Golf will help us reach that goal."

As part of the agreement between the two companies, YES! Golf will use their distributor Hornung's Golf Products to sell the Esoteric Golf Technology putting systems to golf shops, teaching professionals, golf specialty stores and sporting goods retailers. YES! will take over the distribution starting Oct. 1, 2007.

Esoteric Golf Technology has had a tremendous influence on the putting accuracy of more than 165 Tour players worldwide. These unique specialized training products are endorsed by Henri Reis coach of LPGA superstars Annika Sorenstam and Liselotte Neumann. The complete system features the Putting Guide Player, the Path Finder and the Square Triangle, that help ingrain muscle memory of the correct putting stroke. All three training aids are sold individually or can be purchased as a complete Putting Guide Pro Training System.

"Yes! Golf is very excited about our new partnership with Esoteric Golf in the states and Canada," said Francis Ricci, CEO and President YES! Golf. "The training aids for putting are an excellent complement to our popular line of C-Groove putters. We have always believed that to stand out in market we need to have the best products along with the ability to help golfers improve their putting through a better understanding of the fundamentals of putting and also offer custom fit options. Our partnership with Esoteric will help us reach this goal. The relationship is a win-win for both of us and we look forward to a long and successful relationship."

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About YES! Golf

Yes! Golf, based in Denver, Col., is the proven leader in grooved putter technology. Harold Swash, known as the European putting doctor, introduced the innovative theory of concentric grooves in 1995. Today, C-Groove putters are taking the golf world by storm making Yes! Golf one of the fastest growing putters on the professional tours. For more information on Yes! Golf call 800.845.4327 or www.yesgolf.com

Esoteric Golf Technology, based in Gothenburg, Sweden, is the creator of the most effective putting system in Europe. Tomas Dahl launched the company after inventing the Putting Guide Player in 1999 and has since invented two more putting aids - the Path Finder and the Square Triangle. The training devices help ingrain muscle memory of the correct putting stroke. The training aids have had a tremendous influence on the putting accuracy of more than 165 Tour players around the world. For more information on Esoteric Golf Technology call 863-242-1998 or www.esotericgolf.com

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