

## The World of Golf Now Featuring New 2009 TaylorMade Burner Series

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NEW YORK, NY - The World of Golf, one of the country's premier sources of golf clubs, golf equipment, golf apparel and accessories, recently announced it is featuring the new 2009 Taylor Made Burner Series. The '09 TaylorMade Burner golf club series includes drivers, irons, iron sets, as well as golf balls, golf bags and cart towels.

The World of Golf sells a selection of TaylorMade Burner irons featuring SuperFast technology to increase playability using a beveled sole. These Burner irons also have a center of gravity that is low and deep, making the ball fly faster and farther. At The World of Golf, golfers can choose from TaylorMade irons made out of steel or graphite. Steel iron sets are typically a little less expensive as the irons are generally heavier than graphite irons. Golfers are usually able to swing graphite irons faster, which in turn makes the ball travel farther.

"The 2009 Burner series is becoming one of our best sellers. The 2009 Burner driver combines TaylorMade's unique SuperFast technology found in the original Burner driver with the Dual Crown technology from the Tour Burner. TaylorMade drivers are ideal for the golfer who wants to improve distance while still maintaining some control over where the ball ends up. Many of our customers who use the Burner driver come back and tell us they're reaching the fairway in fewer strokes than before and improving their game," said David Braham, Owner of The World of Golf (TWOG).

TaylorMade first released the Burner driver in 1983. Since then the company has used technological advances to design drivers, irons and other clubs that can push a ball farther and with a greater degree of accuracy. Each year's Burner models take advantage of technology such as SuperFast, Dual Crown, Inverted Cone and other advancements developed specifically for TaylorMade drivers and irons. Additionally, TaylorMade golf clubs are used by some of the game's best players, including Christian Cevaer, the newest winner of the European Open.

"TaylorMade products stand the test of time, and the people designing them are driven by a desire to create the best golf equipment on the market. If you're going to spend time and money learning how to golf, you should have the right tools of the game. That includes everything from golf clubs, balls, bags, as well as shoes and other accessories. No matter what you're

looking for, The World of Golf has you covered. If you can't make it into our retail stores, give us a call or look us up on the web. Our knowledgeable sales team will take the time to make sure you get exactly what you need, whether you're an experienced player or just starting out," said Braham.

About The World of Golf:

TWOG ([www.theworldofgolf.com](http://www.theworldofgolf.com)) is an online and retail store providing customers with an expansive selection of premier golf clubs, golf equipment, golf apparel, and golf accessories. The World of Golf's stores sell products by golf's most popular brands, including TaylorMade golf clubs, bags, balls and accessories.

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