



Raw, Revealing Content in New Website 'The Grind' Invites Golf Fans Inside the Lives of Pros Chasing the Dream - A Spot on the PGA Tour

SAN DIEGO - A riveting new Web site gives golf fans and wannabe professional golfers an unfiltered look into the minds of pro golfers who toil in the sport's "minor leagues" as they strive to reach golf's biggest stage, the PGA Tour.

Visitors to "The Grind: Pursuit of the Card" (www.thegrind2006.com) will get an unvarnished view of the trials and tribulations of life on the 2006 Nationwide Tour through the eyes of current tour players Ben Bates and Craig Kanada. They can also follow Per-Ulrik Johanssen on this year's European Tour.

For many pro golfers, the Nationwide Tour and European Tour serve as stepping stones toward their ultimate goal, the PGA Tour. Golfers can also earn their PGA Tour Cards based on their performance at the annual PGA Tour Qualifying Tournament (or Q-School).

Presented by Odyssey, The Grind is a unique multi-media Web site created to go beyond the basics of tournament statistics and allow fans to look into the minds, hearts and souls of players chasing the dream. Click on (<http://thegrind2006.com/content/videos.aspx>) for some sample clips.

The Grind will offer exclusive content about Odyssey Staff Professionals Bates, Kanada and Johansson, updated weekly straight from the tournament sites. Visitors can watch video, hear audio clips and read journal entries from the players. They also can send messages to any of the three players, and subscribe to RSS feeds from The Grind.

"As the leading putter brand in golf, it seemed like a natural fit for Odyssey to give fans an in-depth perspective into what it's really like to pursue a chance to play in golf's big leagues," said Rob Arluna, Director, Brand Management for Odyssey. "Fans can follow the progress of these golfers through their own words, pictures and emotions. We want to help increase the public's knowledge and understanding of the game of golf because that idea is central to what Odyssey stands for."

Marketing executive Jim Matthews describes The Grind as entirely different from anything golf fans have seen before. "Most fans have seen the standard stats and bios that are available on players, but The Grind takes it two steps further by letting fans experience the highs and lows of life on tour, straight from the players themselves," said Matthews, CEO of Matthews | Evans | Albertazzi, the marketing and advertising agency that created the concept. "We don't know if it will inspire or discourage the viewers, but for every two-handicapper who's ever dreamed of becoming the next Phil Mickelson, The Grind will let them know what the journey is really all about."

About Odyssey Golf

Odyssey is the #1 Putter Brand in golf. Through industry-leading ideas and cutting edge innovation, we are dedicated to creating magic on the green for pros and amateurs alike.

About Matthews | Evans | Albertazzi

Based in San Diego, Matthews | Evans | Albertazzi provides creative brand marketing services to an array of leading clients, including Odyssey Golf, Callaway Golf Company, Oakley, Centurion Speedboats, Toshiba Notebook Computers and others.

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