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**Do you enjoy realistic video games? Tiger Woods' PGA Tour 10** will feature a completely new Tournament Challenge mode where you can experience historic events over several seasons, including Tiger's amazing putt on the 18th green in last year's Arnold Palmer Invitational at Bay Hill, among others.

**Speaking of Tiger, the 14-time major winner visited the White House last week.** He met one-time major winner Barack Obama following a press conference for the AT&T National, the PGA Tour event Tiger hosts at Congressional Country Club June 29-July 5.

**It's nice to report that when a player wins a PGA Tour event** they get an automatic invitation to the next Masters. For so many years that wonderful extra prize was missing, so it means that in 2010 Brain Gay will be going to Augusta for the first time in his professional career. Gay shot a seven-under-par 64 last Sunday to win the PGA Tour's Verizon Heritage Open at Hilton Head Island, S.C., by an astounding 10 shots, breaking the tournament's 13-year-old scoring record. Gay finished at 20-under 264 on the way to his second PGA Tour title. "Just another unbelievable day," he said. Gay eclipsed Loren Roberts' mark of 19 under in winning the 1996 Verizon Heritage. Gay's 10-shot edge over Luke Donald (66) and Briny Baird (68) broke the record of Davis Love III, who won by seven strokes in 1998.

**In New Orleans this week it was great** to see the event flourishing and helping the local economy and community. All of this is thanks to the ties forged by Zurich's chief executive, Jim Schiro, who early in the sponsorship insisted on Zurich's swift settlement of its customers' insurance claims after Hurricane Katrina.

**Tommy Fonseca, in his third year as the** tournament's director, said ticket sales this year were up more than five percent over last year; that all 63 corporate skyboxes sold out at prices ranging from \$16,000 to \$23,000; and that the tournament's purse was increased by \$100,000.

**"No other tournament can offer** what we offer," said Fonseca, a New Orleans native who spent 15 years in the banking industry before switching to golf. "We have the best food in the world, great entertainment and great music. And most importantly, we have the people of New Orleans, who are known for our hospitality. Not only have we recovered, but we're open for business."

**At a time when golf sponsorships are being criticized** I think it's important to highlight just what CEO Schiro did as a positive example of corporate ethics and responsibility: "I felt we could distinguish ourselves with the way we handled the claims," Schiro said. "People buy an insurance policy expecting to never use it. But when they want to use it, we ought to be there, not making life difficult for them."



## SST Wins Twice this Week

**SST is on the hottest winning streak in golf!** Jerry Kelly's win at the Zurich Classic of New Orleans and the team victory of Tom Lehman and Bernhard Langer on the Champions Tour means that players with PUREd clubs have won the past seven weeks in a row. The total for the season now is at 11 wins, which also includes Angel Cabrera's Masters victory.

**But as I seem to be writing weekly, not only do the players** who have asked SST to PURE their clubs win tournaments, they also dominate the top 20. This week is a great example. Kelly won, and three players with PUREd clubs tie for second: Charlie Wi, Rory Sabbatini and Charles Howell III. Others with a top-20 week were: Steve Stricker, Tim Petrovic, Jeff Overton, Boo Weekley, Bob Estes, John Rollins, and Lucas Glover.

**On the Champions side,** both Lehman and Longer have a long history of asking SST to PURE their clubs. It was an impressive Champion's Tour debut for Lehman, who just became eligible but will divide his time between both Tours this year.

**Here comes the news everyone waits for each week:** How much money have players with SST PUREd clubs won so far this year? With the New Orleans victory and the strong performances by so many pros, the total money won on just the PGA Tour is \$53 million.

**Is it any wonder that Danny Lee, the youngest U.S. Amateur Champion** in history, immediately asked SST to PURE his new Callaway clubs even before the ink was dry on his endorsement contract with them? Lee just turned pro and is attempting to play his way onto the PGA TOUR without having to go to Q school. Another former U.S Open Champion, Tiger Woods, took the same route.

**Let's be clear: SST PURE does not manufacture any clubs or shafts.** SST PURE has patented the PUREing process that analyses a shaft to locate the most stable position that shaft can be inserted in the clubhead to eliminate harmful oscillations that hurt the consistency for all players including the pros. Find your local licensee at [www.sstpure.com](http://www.sstpure.com) and PURE your clubs this week!

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