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**The first event of the year may be the smallest as far as the field** is concerned. Only 28 players tee it up when the SBS Championship began on Thursday. Of course, to qualify you needed to win last year so subtract Tiger Woods's six victories. Others also won multiple times. The good news is that while small in field size it's certainly not small in the purse with \$5.1 million in prize money. This used to be called the Tournament of Champions with a wonderful history when it was played at La Costa in California. Phil Mickelsen won't go to Hawaii because he feels the wind has adverse effects on his swing this early in the season.

**Speaking of Phil, this should be a great year for Lefty.** Some of the pressure associated with the medical health of his wife, Amy, and his mother have somewhat abated and he won his last event of the year at the Tour Championship in Atlanta. The win came after working with Dave Stockton on putting. Stockton is without a doubt one of the greatest putters who ever played the game.

**Speaking of putting, Retief Goosen is starting off this year with a belly putter.** Goosen was back in contention at many events and won a few in 2009, and in the process he rejoined the world's top 20. He hasn't firmly committed to the belly putter all year but feels using it helps him firm up some "stroke feels" early in the season.

**Doesn't it seem like yesterday that Fred Couples and Corey Pavin** were both fixtures on the PGA Tour?. Well, time waits for no one, and the two have turned 50 and will make their Champions Tour debut in Hawaii at the Mitsubishi Electric Championship. This is the Champions Tour equivalent of the Tournament of Champions, as it's a winner's only event. They do, however, offer sponsor exemptions so they can include some other past and future stars. Ben Crenshaw, Hale Irwin, Bruce Lietzke, Mark O'Meara, Curtis Strange and 74-year-old Gary Player all received exemptions this year along with Couples and Pavin. Couples will play both tours this year and Pavin is the Ryder Cup captain and will play some PGA events as well to check on his players.

**Here's a trivia question for you to stump your buddies** with while waiting on the tee. Besides both being 50 years old, what other number is the same for both Pavin and Couples? The answer: Both won 15 times on the PGA Tour and both won a major championship. Couples won the Masters and Pavin the U.S. Open.

**This is the time of year players thirsting to get back on Ryder cup teams** dedicate themselves. Darren Clarke, one of the heroes of the Euros' K-Club victory, is now 41 and has announced he plans on playing his way back on the team. He had only three top-10 finishes last year.



## SST dominates SBS Championship

**Fresh off a Tour-dominating 2009 season with 37 victories** and more than \$153 million won, players with a history of asking SST to PURE their clubs dominated the top 10 at the SBS Championship. In an event where you had to be a tournament winner in 2009 to be in the field, Rory Sabbatini, Matt Kuchar, Sean O'Hair, Kenny Perry, Retief Goosen, Steve Stricker and Paul Casey posted top-10 finishes in the Tour's first tournament of the year.

**Just as they did last year, SST began 2010 dominating the leader board.** The real testimonial to consistency last year was how virtually every week a players with SST PUREd clubs in their bags dominated the top-five, the top-10 and the top-20 leaderboard stats. If this first week is any indication it's going to be another great year for the hottest company in golf.

**As we move to week two of 2010** a player who first PUREd his clubs after his Masters victory, Zach Johnson, defends his Sony Championship. The Johnson story is really unique because you will never find any player touching their clubs after a victory so important as the Masters but Johnson in his quest for excellence realized that the one improvement he could make was to PURE his clubs.

**Just like Zach, you have the ability to improve** your current set of clubs by asking your local SST PURE licensee to PURE them using the same patented and proprietary technology that SST uses on the PGA Tour. All shafts have manufacturing deficiencies and only SST PURE has the scientific ability to analyze every shaft and then locate the one and only stable position to insert it in the clubhead.

**If accuracy is your goal** you'll see and feel the difference once you PURE your clubs. A PUREd club does not have the harmful shaft oscillations that build up and release making it virtually impossible to impact the same sweet spot position on the clubface. You'll even receive a computer printout that shows the improvement. Pros will not play with equipment that doesn't allow them to make consistent swings with consistent results so why should you? Find your local SST PURE licensee at [www.sstpure.com](http://www.sstpure.com).

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