



NEWS FROM THE TOUR

By: Steve Hosid

Instruction Editor - PGA TOUR Partners Magazine

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K.J. Choi, who has a history of playing with SSS PUREd clubs in his bag, won the Jack Nicklaus hosted Memorial last month and last week he won Tiger's event, the AT&T National. K.J. is hot and in prime condition as he readies for the British Open this week. In winning last week at Congressional Choi shot a final-round 68 for a nine-under 271 total to win for the sixth time on the PGA Tour, the most victories by an Asian-born player, and his \$1.08 million first-place check matched the one he got for winning Jack's Memorial last month. "This tournament is just too big for me to really absorb right now," Choi said. "But it's a very big win for me, and definitely the biggest win of my career."

Speaking of Tiger, he's not off fishing in Scotland as he's done in the past before a British Open with buddy Mark O'Meara. Instead, after missing greens last week at Congressional, he's at his Isleworth, Fla., home working with Hank Haney.

Give 2007 Masters champion Zach Johnson credit. He shows up when the other "stars" take the week off. Zach did it at this year's AT&T Classic in Atlanta earlier this year, winning it for the second time. Then last week with all the big guys off preparing for the British Open there was Zach, with nothing to prove after two victories this year, teeing it up and supporting the John Deere Classic. Johnson, who won the Masters in April, is the first Masters champion to play in the John Deere Classic in the same year as winning at Augusta National. Sadly, he missed the cut, but golf fans everywhere need to recognize the class and responsibility he brings to the game. Johnson, who grew up in Cedar Rapids, Iowa and considers the "Deere" as his home event, has never finished higher than 20th.

Remember Amy Alcott? The World Golf Hall of Fame LPGA star who began the tradition of jumping into the lake with my former neighbor, the late Dinah Shore, at her Nabisco Championship has been hired as girls' golf coach at North Hollywood Harvard-Westlake. Alcott, selected for the Hall of Fame in 1999, won 29 LPGA events, including five major titles. "To mentor young girls to be the best they can be and to help them play golf and learn rewarding life skills is a win-win opportunity," Alcott said. Maybe we should give her Michelle Wie's phone number for a chat.

How do you match up to the average Golf Channel daytime viewer? As I glanced at the ratings in Magna Global's "Median Age Report" it shows the average age is 62. That's up from 58 in the last sampled period. A lot of guys must have retired early and have time on their hands or are riveted to their sets on every shot of an event being played in places like Madagascar.

I'm here in Omaha for the Nationwide Cox Classic this week. Wonder if Omaha native Warren Buffett is one of those guys watching the GC during the day ... somehow I doubt it. He's working!



Win Number 15 for SST PURE

Jonathan Byrd began PUREing his clubs in 2005. In winning the John Deere Classic, he also posted the 15th victory on the PGA Tour for SST PURE so far this year. This also sends the total dollars won by players who have a history of SST PUREing their shafts to more than \$62 million.

Players who have had shafts SST PUREd have won six out of the past eight events on the PGA Tour, including the U.S. Open. The list of champions includes some of the game's best-known names, but equally important the list also includes the names of the bright young stars in the game. Check out the honor roll of winners this year: Vijay Singh, Paul Goydos, Fred Funk, Aaron Baddeley, Charles Howell III, Mark Calcavecchia, Scott Verplank, Woody Austin, Rory Sabbatini, K.J. Choi, and U.S. Open champion Angel Cabrera. When you also look at the top-10 finishes for each event the stats are also dominated by players with SST PUREd clubs in their bags. PUREd consistency of performance, you might say. When the pressure is on the line SST PUREd clubs can be relied on because only SST PUREd shafts are orientated in the only stable position that eliminates harmful

On the European side, Steve Webster cracked the top-10 at the Scottish Open. Since PUREing his gamers, Webster has climbed 130 places in three weeks.

Will SST make it two majors in a row when the world's best players tee it up at Carnoustie next week for the Open Championship? With names like Singh, Goosen, a fast-improving Ernie Els and some of the brightest young stars in the game playing with PUREd shafts the odds look very good. With his victory Jonathan Byrd gets a starting slot too. But what about you? You won't be in the Open, but start by taking those clubs in your bag you just don't trust to your local SST PURE licensee and have them PURE your clubs on the very same equipment used on the PGA Tour.

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