

Southern golf central

GOLF, TRAVEL
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RUMBLING BALD

RESORT ON LAKE LURE, NORTH CAROLINA

The only thing we overlook is the Lake.

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ShoeTips

ShoeTips is a revolutionary new swing thought reminder system designed to help golfers of all skill levels master their mental game while they play. ShoeTips helps golfers calm their minds and concentrate on the one or two thoughts they want to remember as they prepare to swing—boosting their confidence and enjoyment, and lowering their scores. Using ShoeTips is easy. Before you play, select two swing thoughts you want to remember from the 18 provided. Insert the labels securely into the two base clips and slide the clips easily, and snugly, over your shoelaces. The reminders will be in full view on your shoes as you address the ball. To use them on your golf bag instead, simply insert the base clips through the slots on our enclosed BagTag. Now each time you select a club you can remember what you had wanted to concentrate on and clear your mind of the thoughts that interfere with making a good shot. ShoeTips' 18 familiar swing thoughts were chosen based on input from golf pros and sports psychologists.

The labels are easy to change and organized into 3 categories—focus, relating to your mind, feel, to your body, and technique, to your swing mechanics. Can't find the tip you want? Write your own custom tips on the reverse side of the labels with an indelible marker.

For more information on ShoeTips visit www.ShoeTips.com. Available on Amazon.com for \$19.99.



Sun Mountain Under Armour Golf Bags

Sun Mountain has entered a licensing agreement with Under Armour to create and market a new line of golf bags. The 2017 collection includes two stand bags (Speedround \$239.99, Match Play \$259.99) and one cart bag (Armada \$259.99).

These new golf bags are scheduled to be at on- and off-course golf specialty stores beginning in April. Interested retailers should contact their Under Armour sales representatives to place an order.

The UA Storm Speedround golf stand bag is the lightest bag in the collection and offers a 9", 4-way divided top and the X-Strap® Dual Strap System for easy on/off. Speedround offers nine pockets, two are water resistant, and comes in men's and women's styles with a retail price of \$239.99.

The UA Storm Match Play golf stand bag features a 9.5", 4-way divided top and the E-Z Fit® Dual Strap System for customizable fit. Match Play offers 11 pockets, two are water resistant. Retail price is \$259.99.

UA Storm Armada is a golf cart bag with a 10.5", 14-way divided top and single shoulder strap. Armada features 10 pockets, two are water resistant, and the new Smart Strap System to secure the bag to the golf cart. Retail price is \$259.99.

Tour Edge Exotics EX10

The new Tour Edge Exotics EX10 hybrid builds upon the most popular Exotics hybrid – the 2016 EX9 – focusing on the incredible forgiveness and effortless hit-ability. The EX10 model features a new cup face, deeper CG, a larger SlipStream® sole, all in a very classic hybrid shape.

The Tour Edge R&D team has successfully elevated Exotics hybrids to the same caliber as the fairway woods via its MATERIAL ADVANTAGE; and the feedback has been phenomenal. The EX10 differentiates itself in the hybrid category with a new Japanese high density, steel cup face – HT 980 high-tensile strength steel. This new steel can be engineered extremely thin producing higher CT levels all over the face ensuring that mishits fly longer and straighter.

Exotics continues to use combo brazing technology despite the increased expense because the process ensures the tightest tolerances. The EX10 hybrid features a 450 SS hyper-steel body that is combo brazed with the steel cup face producing legendary distance and forgiveness.

Engineers made substantial changes to the SlipStream® sole lengthening the rails and designing the channels between the rails shallower and more compact overall to ensure minimal turf interaction. A heavy rear sole pad, located behind the rails, produces a deeper CG, and helps to easily get the ball in the air from any lie.

The EX9 hybrid comes standard with UST Mamiya Recoil and Graphite Design Tour AD50 shafts. Now in stores, the EX10 hybrid is available in 2 (17°), 3 (19°), 4 (22°), 5 (25°), and 6 (28°) models. Every Tour Edge club comes with a lifetime warranty and a 30-day play guarantee. Suggested retail price: \$179.99.

