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## **PAUL AZINGER WEARING BIONIC® GLOVE**

**ORLANDO, FL – (January 29, 2009)** Riding high after captaining the U.S. to victory in the Ryder Cup in September, Paul Azinger is committed to playing a large number of events on the 2009 PGA Tour. And he'll do it wearing a Bionic® Golf Glove.

"I don't endorse products I don't believe in," Azinger said. "I love the Bionic Golf Glove."

Bionic is the fastest growing and most technologically advanced glove in golf. The company, a division of Hillerich & Bradsby Co., the 125-year old makers of Louisville Slugger gloves and bats, made the exciting announcement about Azinger's endorsement at the 2009 PGA Merchandise Show. Azinger was unable to attend because of a commitment to play in the FBR Open in Phoenix. However, he sent a videotaped message that was played to media and also ran in the Bionic booth, #1753, on the show floor.

"Bionic has changed my thinking about golf gloves. I used to think gloves were only an accessory. But not anymore, not since I've been wearing the Bionic glove," Azinger said. "Bionic helps me have the light grip that every golf coach tells me I need. The light grip relaxes my hands and arms and increases my swing speed. That means more distance. For me, Bionic is now an essential piece of equipment."

Bionic believes Azinger's glove-only endorsement is a first for the golf industry.

"Bionic is honored to partner with someone of Paul Azinger's stature," said Bionic President Bill Clark. "We're thrilled that he thinks so highly of our technology. We're not aware of any other golf professional who has signed a glove-only endorsement agreement. Glove deals have always been tied to shoe or ball contracts. Bionic has not only changed glove technology by making our glove an essential piece of equipment, we've also changed the way golf glove endorsement deals work."

For Azinger, a 15-time professional tour champion, it's all about performance. He says the light grip Bionic provides him also reduces hand fatigue.

"A golfer's hands get tired on the back nine," he said. "Few golfers will ever admit that, but it's true. We all know it is. My hands don't tire like they used to since I've been wearing Bionic. I'm fresh late in every round and I'm not taking ibuprofen in the clubhouse."

He also loves the comfort, moisture control, and durability of Bionic, the first and only golf glove designed by an orthopedic hand surgeon.

"Bionic designs its fingers to work with the natural closure of the hand. That means my index finger and pinkie seams aren't rotating into the gripping area. The glove is extremely breathable too, and terry cloth strategically placed inside wicks away moisture. That's very important to me since I live and practice in Florida where it gets really hot. I was using 3 or 4 traditional golf gloves per round because of perspiration. Not with Bionic. Now I play one round with the same glove."

In addition to wearing the glove on tour, Azinger will be used in a variety of promotion and advertising for Bionic Golf Gloves, including point-of-sale, print, web and other advertising.