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INDEPENDENT STUDY CONCLUDES BIONIC® CLASSIC GLOVE HELPS GOLFERS DRIVE THE BALL FARTHER AND MAINTAIN ACCURACY

LOUISVILLE, KY – (January 29, 2009) All golfers want to drive the ball farther without sacrificing accuracy. That's a given. And while most believe a high-priced driver is the best piece of equipment to help obtain more distance, Bionic Gloves are proving there's another way – a way that is effective and affordable.

In an independent study per the renowned Pinehurst Golf Academy, the Bionic Classic Glove helped most mid- to high-handicap golfers *gain an average of six-to-seven yards of carry* distance off the tee while maintaining accuracy. The report concludes: "The Bionic Classic Glove consistently enhanced carry distance" when compared to drives hit using another leading brand of glove and for those wearing no glove at all. "The finding clearly supports the company's claim that the Bionic Glove can add distance to your drive." Furthermore, "the consistently longer drives for the Bionic Classic Glove were not achieved at the expense of driving accuracy."

The study showed that players who were able to increase driving distance by wearing Bionic Gloves benefitted for various reasons, not just one. The primary predictors for increased distance were improvements in club-head speed, angle of attack and horizontal impact (where the ball hits horizontally on the clubface).

So, what makes the Bionic Glove different from all others? It's the only golf glove designed by an orthopedic hand surgeon with padding strategically placed on the palm and fingers to even out the hand's natural peaks and valleys. This creates more surface contact for a better, more relaxed and lighter grip which has been proven to enhance performance.

The research, conducted jointly with known golf researcher, Dr. Bob Christina and Eric Alpenfels, Director of Golf Instruction at the Pinehurst Golf Academy, involved 30 golfers of varying handicaps who were tested with no glove, wearing a leading brand glove and wearing the Bionic Classic Glove. “When I examined the increase in driving distance of each of the 30 individual golfers in this study, I found that 19 of them across all three handicap levels increased their driving distance an average of 7 yards over no glove and 6 yards over the leading brand glove with the mid- and high-handicappers benefitting the most,” says Christina. In addition, 20 of the golfers said they preferred the Bionic Glove over the leading brand glove and would recommend Bionic to their friends.

Dr. Christina is one of the most respected names in golf and was recently honored by *Golf Magazine* for his contributions to golf in the field of research. He’s dean and professor emeritus of the School of Health and Human Performance at the University of North Carolina Greensboro where he also serves as assistant golf coach for the UNCG Spartans. Alpenfels has been recognized by *Golf Magazine* as a Top 100 Golf Instructor. Over the past 10 years, The Pinehurst Golf Academy has performed a series of ground-breaking scientific studies on how golfers can improve their game.

“We believe the study shows that the Bionic Classic is truly game-improvement equipment. Adding six to seven yards to your tee shot can make a big difference. For example, this could mean using a 7-iron on an approach shot instead of a 6-iron. We all know that can improve scores,” says Bill Clark, President of Bionic Gloves. “There’s also an economic benefit because Bionic gives most golfers a way to get more distance without having to spend \$300 or more on the latest driver. The Bionic Classic glove typically retails for \$24.95.”

Bionic Golf Gloves are a product of the Hillerich & Bradsby Co., a leader in high-performance athletic gear since 1884. Other H&B brands include Louisville Slugger®, TPX®, TPS®, and PowerBilt®.

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