



FOR IMMEDIATE RELEASE

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## **Aldila's RIP® becomes 'official shaft' for THUNDERBALL!**

"The Hottest Shafts In Golf" signs on as sponsor of Professional Long-Driving event

**POWAY, Calif.** – Being on the edge of design and technology has allowed Aldila to become a choice for many of the PGA Tour Pros and now "The Hottest Shafts In Golf" has signed on as a sponsor of THUNDERBALL!, a Vegas-based cutting edge Long-Drive event. Aldila's latest shaft, the RIP®, will be the "official shaft" of the competition.

THUNDERBALL! is a compelling new Long-Drive tournament format where competitors face-off "gladiator style" on a rock & roll stage at night, under lights, with a live audience, cheerleaders & pyrotechnics!

Highly sought after on the PGA Tour, the RIP is Aldila's newest shaft technology that provides a lower torque, increased tip stability and better tip stiffness control.

"Long-Drive is an appealing growth opportunity for Aldila for several reasons," said Mike Rossi, Aldila's Vice President of Sales and Marketing. "First, the volume of shafts each competitor requires to compete effectively means every new competitor we can bring to the sport is equal to 6-12 new golfers annually. I'm also amazed at the power and distance these guys create and we look forward to further optimizing their performance with Aldila product. Finally, we've all witnessed the explosion in popularity of Poker and Ultimate Fighting, two sports that were on the fringe for a long time until someone with the right vision came along and changed all the rules. In Long-Drive, it's going to happen with THUNDERBALL! and we want to be there when it does!"

The significance of having Aldila commit to THUNDERBALL! has not been lost on its creator, founder and president, Colin McDougall.

"I expect this news will cause some other endemic golf companies to reconsider Long-Drive as a growth opportunity," McDougall said. "Distance rules in club and ball sales and our guys hit it the farthest using legal, USGA approved equipment. All it will take is compelling, frequent exposure of their distance superiority to begin influencing the market and that's what they'll get with THUNDERBALL!"

As part of their sponsorship Aldila will offer a special \$2,500 cash bonus for the winner of THUNDERBALL! if the winner is victorious using one of Aldila's shafts.



"We're number one in shaft count on all major Tours and we intend to be number one in Long-Drive," □said Rossi. "The bonus incentive will undoubtedly encourage players to try our product and I'm □confident that once they do, they're going to stick with it."

Aldila has the unique ability to fuse high-end design with cutting edge technology. They are continually on the leading edge of the golf world through their relentless pursuit of the next best innovation.

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### **About THUNDERBALL!**

THUNDERBALL! is an innovative approach to the sport of Long-Driving. Using a 16-Man Final Field, a Rock & Roll Stage, a shot clock and a "You're Long Or You're Gone" philosophy, a champion is crowned in 90 minutes! Toss in some trick shots, cheerleaders, loud music and you have the greatest new show in sport! Website: [www.thunderball.net](http://www.thunderball.net)

### **ABOUT ALDILA**

Aldila is publicly traded on OTCQX with the symbol ALDA. Aldila was the leading graphite shaft manufacturer for new drivers, fairway woods and hybrid clubs for 2007 according to the Darrell Survey U.S. National Consumer Survey. For more information on the VooDoo<sup>®</sup>, DVS<sup>™</sup>, MOI Proto<sup>™</sup>, VS Proto<sup>™</sup>, and NV<sup>®</sup> shafts, visit their Web site at [www.aldila.com](http://www.aldila.com). Follow what's new on Facebook.com Aldila Golf Inc.

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