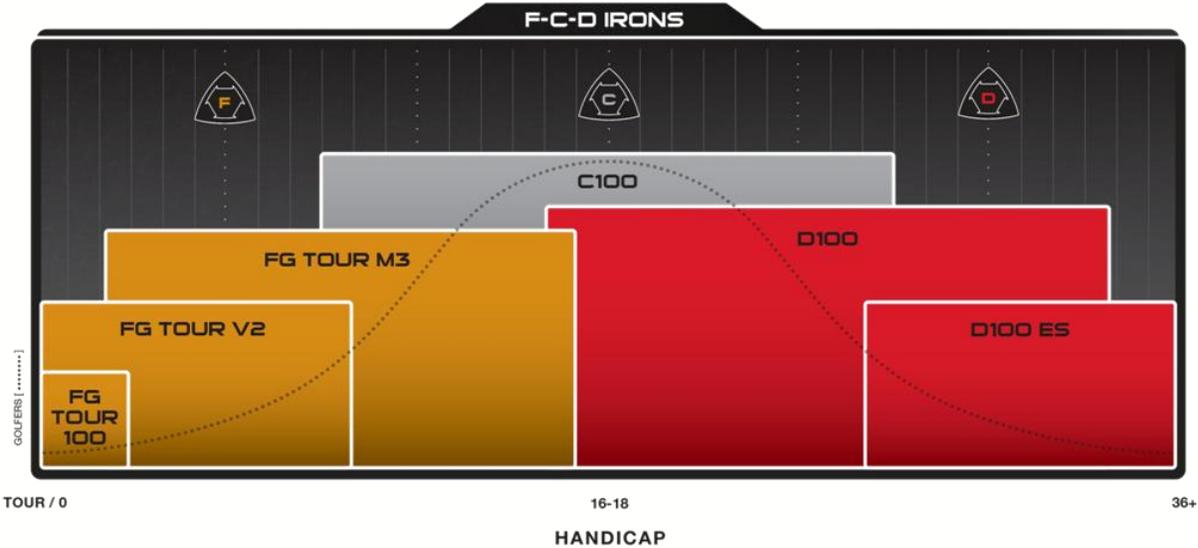




WILSON STAFF SPELLS SUCCESS F-C-D

Every division of Wilson Golf, from marketing and sales to research and product development, is driven by the acknowledgement that like fingerprints, every golfer has a unique swing with different strengths and weaknesses. Furthermore, our success is based on our ability to match individual playing styles with specific product deliverables. To start the process, the USGA reports the average handicap for avid players lies between 16 and 18. This information is used to pair three basic player types called F (Feel), C (Control) and D (Distance) players with the proper irons in the Wilson Staff F-C-D designated iron assortment. Although just a starting guide to club selection, the handicap model accurately depicts how we are not just trying to sell products, but instead, sell solutions.



Within each category lies variance. The F-C-D system defines not just if a player relies on feel, control or distance, but other factors that slightly alter their personal experience with a club – launch angle, spin rate, size, shape, appearance, weight, etc. We have then delineated six total irons to meet the most basic needs, and let the custom fitting process do the rest. As true believers in complete customization, Wilson Staff relies heavily on dynamic fitting to fine tune the experience and make every fitting personal. In other words, *This is Your Game. Make it Personal.*

F PLAYER FEEL

IRON: FG TOUR M3

FG TOUR M3 C100 D100

FEEL CONTROL DISTANCE ACCURACY

THIN TOP LINE
MUSCLE BACK CAVITY
LOW WEIGHTING

Player Description: Feel players value precision and shot-shaping ability and rely on feel for feedback. They prefer a sleek look at setup.

Tech Attributes: smaller topline, forged head, less offset, low and forward weighting.

2014 Irons: FG Tour M3 irons, FG Tour V2 irons, FG Tour 100 irons (to be announced at a later date)

C PLAYER CONTROL

IRON: C100

FG TOUR M3 C100 D100

CONTROL DISTANCE ACCURACY

THIN FACE
LARGE SWEETSPOT
LOW-BACK WEIGHTING

Player Description: Control players want a player's club look at address but prefer the added benefit of distance and accuracy related technologies.

Tech Attributes: midsize head, thin face, large sweet spot, low-back weighting.

2014 Iron: C100 irons

D PLAYER DISTANCE

IRON: D100

FG TOUR M3 C100 D100

DISTANCE ACCURACY

THINNER FACE
LARGER SWEETSPOT
LOW-BACK WEIGHTING

Player Description: Distance players desire distance, power and a straighter ball flight with a confidence-inspiring club at address.

Tech Attributes: larger head, thinnest face, largest sweet spot, low-back weighting, The Right Light (SuperLight weighting that grants a solid, balanced feel).

2014 Irons: D100 irons, D100 ES hybrid-irons