



FOR IMMEDIATE RELEASE

Alpharetta Athletic Club Opens PING nFlight Fitting Center

ALPHARETTA, Ga.- June 10, 2009 – Alpharetta Athletic Club is opening a special PING nFlight Fitting Center on June 26, the first club fitting facility of its kind in the United States outside of the PING headquarters in Phoenix, Ariz.

“As the custom fitting pioneer and leader, this is a very exciting opportunity for us,” said John A. Solheim, PING’s Chairman & CEO. “Golfers who visit the PING nFlight Fitting Center will benefit from a thorough and comprehensive PING fitting session. Alpharetta Athletic Club has created a high-tech facility to ensure golfers experience all that PING has brought to golf in the last 50 years.”

The center will be home to PING memorabilia, ranging from early club models to historic photographs and sketches by Karsten Solheim. Paired with the extremely advanced technology in the fitting bays, this ensures that the guest is immersed in the PING experience unlike any other.

This state of the art fitting system provides players of all skill levels the ultimate club fitting experience. It analyzes every shot by measuring distance, spin rate, launch angle, ball speed, and smash factor, to name a few. It is the first virtual fitting software to digitally analyze and scientifically compare every characteristic of a shot. It is able to propose thousands of club combinations.

Alpharetta Athletic Club’s own Todd Gilgrist, PING Fitter of the Year for the Southeast Region, serves as the fitting specialist to guarantee that every fit is perfect and ensure a much more enjoyable golf experience. Gilgrist will be serving both the club’s members and anyone from the general public who wishes to receive the ultimate PING fitting experience.

Upon completion of the fitting, the club order will be placed via e-mail with PING’s facility in Phoenix where they will be custom built to the golfer’s precise specifications and shipped within 48 hours.

The center’s fitting bays protect against the everyday elements, but the software factors in the golfer’s typical playing conditions and compensates for any environmental variances. It even considers the type of golf ball you’re being fit with to ensure accurate results.

The Club will be hosting a ribbon cutting for its members the evening of the opening. John Solheim will be in attendance with Greg Swartz, PING’s Director of Innovation who oversaw the development of nFlight. Swartz will be demonstrating the PING nFlight technology along with Gilgrist's assistance.

Alpharetta Athletic Club is managed by Affiniti Golf Partners. For more information about the club or nFlight, visit www.affinitigolf.com. For appointment information call 770.475.2300.

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