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THE DESERT CLUBHOUSE

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Hi there!

The KZG Performance Center officially opened in Palm Desert this year to serve the golfing public. Already we are getting rave reviews as a world class facility.

For over twenty years, KZG, the #1 Custom ProLine, manufactured golf equipment solely for highly trained professional club fitters and teaching professionals. For the first time, KZG has now opened its own fitting center to provide world-class service directly to the golfing public.

At the KZG Performance Center we offer more club head models and shafts so that each golfer will be perfectly fit regardless of their skill, size, strength goals and/or budget.

So, when you are in the Palm Desert area, please come visit us. And don't forget, wherever you travel we have over 200 dealers worldwide that will be more than happy to help you with all of your golf equipment needs.

Take advantage of our **SPRING SPECIAL - FREE PUTTER FITTINGS** through June 20th. Let us show you how a custom fit putter will improve your game.

Wednesday - April 27, 2016 @ 1pm

**MAKE YOUR GAME YOUNG AGAIN...
SENIOR FITNESS FOR GOLF**

The very dynamic **Dr. Lynn Beasley** will discuss the importance of "Senior Fitness for Golf". If you are a golfer in your 60's and starting to feel a bit frustrated with your game, you won't want to miss this seminar. Dr. Lynn reports that so often emotional and mental barriers can be much more influential in frustrating your goals than any physical restraints. And even physical restraints can easily be eliminated or diminished. Get ready to play your best and get more joy out of your game!



Dr. Lynn Beasley

Dr. Beasley qualified for the LPGA Futures Golf Tour. She has earned Master Degrees in Kinesiology and Biomechanics as well as a Doctorate in Sports Psychology.

Her passion is helping golfers achieve their optimal performance goals. She works at The Vintage Club, The Classic Club and The KZG Performance Center.



Friday - April 29, 2016 @ 1 pm:

THE ART OF CHIPPING - DON'T SHOOT YOURSELF

Flop shots, bump and run and a myriad of other shots around the green are the topic here. Teaching Professional **Bryan Murphy** will be demonstrating numerous techniques so that you too can be an outstanding chipper. You can also test your skills with the Trackman 4 computing your results.

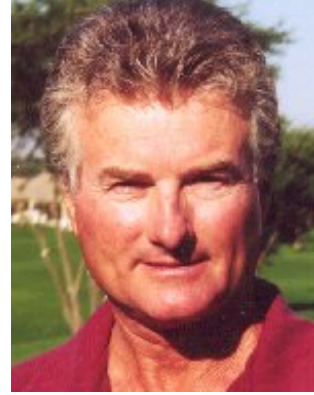
**Bryan
Murphy**

Playing professional Bryan Murphy is one of the World's Top 100 Master Club Fitters and a Master Builder. He is part of the Tech Team at the KZG Performance Center.

Wednesday - May 4, 2016 @ 1pm:

**THE SIMPLEST WAY TO HIT A GOLF BALL ...
SINGLE PLANE SWING - by Moe Norman**

Teaching professional Jerry Martin will show you the "simplest way to hit a golf ball". You may have heard of an old great, Moe Norman, who invented the Single Plane Swing which has been a very popular method of playing the game. If you are new to the game, or even thinking of starting to play, you will enjoy this seminar. The Single Plane method is also ideal for those with less physical flexibility.



Jerry Martin

Jerry Martin has been teaching the Moe Norman Swing in the Desert for over 20 years. He is currently giving lessons and clinics at The Golf Club at Terra Lago.



Brad Whalen

Friday - May 6, 2016 @ 1pm:

**WEDGE PLAY:
BE A SUPER STAR AROUND THE GREENS**

Tour player and British PGA teaching professional **Brad Whalen** will be demonstrating wedge play as well as instruction on what type of wedges would be right for your game on your course. You will even get to test various wedges with optional lofts, bounces and grinds to see the differences.

Brad Whalen grew up in Scotland and has been playing golf since the age of 4. He played on the European Tour, is a British PGA teaching professional, one of the World's Top 100 Club Fitters and a Master Club Builder. He is part of the Tech Team at the KZG Performance Center.

New - FORGED EVOLUTION III IRONS

As you know, most tour players use forged irons. The reason is that the forging process compresses the molecules of the metal so compactly that there are no remaining voids or imperfections. The result is a club that guarantees consistent, superior feedback and the ultimate in workability.

Our new KZG Forged Evolution III Irons are exceptional. With a fairly compact profile, these heads were designed specifically for the mid to low handicap players. The more forgiving cavity back design in the long irons gradually progresses into more of a muscle back in the short irons. The seamless transition maximizes the play-ability of the set.

The Evolution III is just one of 9 models of forged irons that KZG offers. Each model is



unique and offers distinct features that can be selected by a Professional Fitter to give you a perfect fit. Stop by to learn which iron model is best for your game.

Our state-of-the-art KZG Performance Center follows a specific process to ensure every customer gets a perfect fit. Here's a virtual tour of what you would experience.

STEP ONE: CURRENT CLUB ANALYSIS



Bring in your clubs. Each and every club will be put through the frequency analyzer, along with testing for swing weight, length, loft and lie. The data will be charted to show you exactly the strengths and weaknesses of each of your clubs that are in your current bag. We will also discuss your current level of play and your goals.

STEP TWO: THE FITTING PROCESS

You will work with a Master ClubFitter in a private fitting bay with a beautiful golf course view. Each bay is state-of-the-art and is outfitted with the newest Trackman4 launch

monitor with the Dual Radar system.



Every aspect of your swing will be analyzed. We have every KZG head and every shaft of note: NovaTech, KBS, Aerotech, Matrix and Graphite Design. In all, we have over 7,000 fitting clubs to assure you a perfect fit.



STEP THREE: CHOOSE YOUR FINISHES

After you have been fit with the proper club heads and shaft - you move to the finishing area where you select your shaft color, grip and ferrule for a total custom look! Add a

bag and cap and you're ready to go.



STEP FOUR: YOUR CLUBS ARE BUILT ON-SITE

All clubs are built on-site by our Master Builders so that each club is frequency matched, spine aligned, and adjusted for loft and lie to match the exact specifications of your Master Fitter. Your clubs will be ready in three business days.



STEP FIVE: PICK UP YOUR CLUBS AND PLAY

Go play with your new clubs. After 3 or 4 rounds of golf return to see your fitter to have your clubs fine-tuned if necessary.

Hope to see you soon!

Cheers,

Jennifer & Bruce
Owners

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