

## TITLEIST TO EXHIBIT AT 2009 PGA MERCHANDISE SHOW IN ORLANDO

FAIRHAVEN, MA (October 8, 2008) - Titleist announces its plans to exhibit at the **2009 PGA Merchandise Show** to be held in Orlando, Florida, from January 29-31. Titleist also will participate in the Outdoor Demo Day at the Orange County National Golf Center on January 28.

"In recent years, the PGA Merchandise Show has evolved significantly, as The PGA of America has shifted the show's emphasis to a more educational platform for its membership," said Jerry Bellis, Executive Vice President Sales and Marketing, Titleist Worldwide. "Our decision to participate in the PGA Merchandise Show is the result of these positive changes, our desire to strengthen the connection with our partners, and to showcase our exciting new products. Our PGA Show plans will enhance the numerous grass roots initiatives that Titleist already has in place for our dedicated staff members and golf shop partners."

"We are delighted that Titleist is joining us for the largest annual gathering of PGA Professionals, at the 56th PGA Merchandise Show," says Brian Whitcomb, President of The PGA of America. "Titleist has been a loyal friend to PGA Professionals for many years and we look forward to helping them further connect our members to the Titleist brand."

The Titleist Experience will be located in the PGA Equipment Forum at the Orange County Convention Center. The Titleist Performance Institute is also participating for the third consecutive year with a stand-alone location adjacent to the Titleist Experience.

Titleist is a Platinum Sponsor and the leading supporter of PGA members through its sponsorships of PGA Section Professional Championships, the PGA National Professional Championship, education initiatives, personal use equipment and staff programs. Titleist is also the single largest contributor and Founding Partner of the PGA Golf Retirement Plus program.

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*Titleist, FootJoy and Cobra Golf comprise the Acushnet Company, the golf business of Fortune Brands (NYSE: FO). For more information, please contact **Joe Gomes, Director of Communications** (508.979.3211) or visit us online at [www.titleist.com](http://www.titleist.com). For additional information from the PGA of America, please contact **Jamie Carbone, Director of Public Relations** (561.624.8446) at [jcarbone@pgahq.com](mailto:jcarbone@pgahq.com) or visit online at [www.pga.com](http://www.pga.com).*