

#1 WITH PGA TOUR PLAYERS

#1 IN WINS ON PGA TOUR

#1 IN MONEY ON PGA TOUR

#1 IN PLAYERS WORLDWIDE

#1 BALL IN GOLF

Titleist[®]
#1 ball in golf.[®]

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Titleist[®]
#1 ball in golf.[®]

THE BEST BALL FOR YOU

2009



WHAT MAKES TITLEIST THE #1 BALL IN GOLF?

LEADERSHIP

The Titleist Tradition of Leadership originated from the premise that by exceeding the quality and performance expectations of the best players in the world, we will deliver the same superior quality and performance promise to all golfers. This is the basic foundation upon which the company was built and continues a legacy of leadership from atop golf's pyramid of influence.

The overwhelming acceptance of Titleist golf balls in the world's most competitive arenas, by players on the PGA Tour and the worldwide professional tours, among PGA club professionals and accomplished amateurs, reflects confidence in products that truly are the best. Titleist has been the #1 ball at the U.S. Open since 1949, the longest running success story in golf. Titleist continues to be the #1 ball across every worldwide professional tour, at every major club professional and amateur event, and with NCAA players and competitive junior golfers.

When performance, quality and consistency count, Titleist counts the most.

PERFORMANCE

Titleist's superior performance has always been fueled by a quest for technological advancements in the design, material and manufacturing processes of our golf balls. With an emphasis on research and development, our talented product development teams continually challenge themselves and strive for performance optimization by incorporating innovative technologies for use in new Titleist golf balls.

QUALITY

A reputation for quality does not just happen; it is earned through years of demanding the highest standards and traditions of product and process. No other manufacturer has instituted quality standards as rigorous as Titleist. Through the years, advancements in process technologies have allowed us to further tighten our manufacturing tolerances. Quality assurance teams monitor every stage of the manufacturing process to achieve the most consistent products in the industry.



EVERY ACHIEVEMENT COUNTS.

BECAUSE EVERY SHOT COUNTS.

PRO V1®

PRO V1x™

OCTOBER 2000

PRO V1 PGA TOUR DEBUT



DECEMBER 2000

UNPRECEDENTED PRO V1 LAUNCH



MARCH 2001

TAKING THE INDUSTRY BY STORM



NOVEMBER 2001

WEIR AND COMPANY GO OUT ON TOP



JANUARY 2002

PRO V1 ACHIEVES 3 MILLION DOZEN MILESTONE



MARCH 2003

NEW INTRODUCTIONS NEW STANDARDS



JULY 2003

A MAJOR ACHIEVEMENT



JULY 2004

FUTURE GENERATIONS TRUST PRO V1



47 PGA Tour Players trust PRO V1 at the Invenys Classic in Las Vegas the first week it becomes available.

PRO V1 begins shipping to golf shops securing an unprecedented 5.6% On-Course market share in its first month.

Billed as "The ball that's turning golf upside down," the PRO V1 is featured as the front page cover story in USA TODAY.

In a final fit for the overwhelming success of PRO V1, Mike Weir wins the season-ending Tour Championship in a four-player all PRO V1 playoff.

Titleist ships its 3 millionth dozen PRO V1 in just over a year since the introduction.

Prior to market launch, new PRO V1 and PRO V1x are the choice of the first five winners on the 2003 PGA Tour.

Titleist brand ambassador Ben Curtis embraces the Claret Jug as the winner of the British Open with PRO V1x.

At the U.S. Junior Amateur Championship, 153 players or 98% of the field trusts PRO V1.

AUGUST 2004

PRO V1 COMPLETES THE BRAND SLAM



MARCH 2005

PRO V1 RAISES THE BAR FOR GREAT PERFORMANCE



OCTOBER 2006

LOVE VALIDATES NEW PRO V1



APRIL 2007

THREE FIRST-TIME MAJOR WINNERS



JULY 2007

1000TH WORLDWIDE TOUR WIN...AND COUNTING



AUGUST 2008

BACK-TO-BACK MAJORS



DECEMBER 2008

BEST-SELLING BALL IN GOLF FOR 94 STRAIGHT MONTHS



JANUARY 2009

TITLEIST LAUNCHES NEW PRO V1 AND PRO V1x



Titleist PRO V1 players sweep all four majors in 2004, including Todd Hamilton at the British Open.

Titleist enhances the most played balls in golf with the launch of the new PRO V1 and PRO V1x.

Davis Love III wins the Chrysler Classic the first week the new 2007 model PRO V1x is available for competition.

Zach Johnson is one of three PRO V1 players to win their first major in 2007 when he captures the Masters.

A victory by Toru Taniguchi marks the 1000th win across the Worldwide Professional Tours with PRO V1 since its introduction.

Padraig Harrington wins his second straight major title. PRO V1 players have won 16 major championships since 2001.

According to Golf Datatech, the PRO V1 has been the best-selling golf ball for 94 consecutive months.

Every Improvement Counts, Because Every Shot Counts with the introduction of the new PRO V1 and PRO V1x.

EVERY IMPROVEMENT COUNTS.



LONGER DISTANCE WITH IMPROVED COVER DURABILITY AND SCORING PERFORMANCE

The New 2009 Pro VI® golf ball maximizes distance, durability and performance, and benefits a wide range of golfers with varying launch conditions.

A new larger and faster core formulation provides increased ball speed, making the New Pro VI even longer than its predecessor. In addition, a new high performance Urethane Elastomer™ cover formulation improves cover durability.

The new cover, new core, and redesigned thinner Ionomer casing layer, improve Pro VI's legendary Drop-and-Stop™ scoring performance.

The New Pro VI is the most suited and game optimizing technology within the Pro VI family for the majority of golfers looking to lower their scores.

NEW PRO VI vs. PRIOR PRO VI

DRIVER DISTANCE	COVER DURABILITY	SCORING PERFORMANCE
LONGER	IMPROVED	IMPROVED



PRO VI®

URETHANE ELASTOMER™ COVERED, 3-PIECE MULTI-COMPONENT TECHNOLOGY

FEATURES

- New larger and faster core formulation
- New thinner Ionomer casing layer
- High performance Urethane Elastomer cover
- High coverage 392 dimple design with Staggered Wave Parting Line
- Tour-validated A.I.M. (Alignment Integrated Marking)™ sidestamp

BENEFITS

- Longer distance with soft compression for outstanding feel
- Low spin off the driver and long irons for consistent distance and improved scoring performance
- Drop-and-Stop greenside control and improved cover durability
- Enhanced aerodynamics for longer distance
- Integrated alignment guide for better putting accuracy



PROVI

BECAUSE EVERY SHOT COUNTS.



LONGER DISTANCE WITH IMPROVED COVER DURABILITY

The New 2009 Pro V1x™ golf ball is the ultimate performance companion to the New Pro VI. A four-piece, dual core design featuring a redesigned Ionomer casing layer, lowers spin and maximizes distance.

The high performance Urethane Elastomer™ cover delivers improved cover durability, while its Tour-proven high coverage 332 dimple design with Staggered Wave Parting Line generates penetrating trajectory and consistent ball flight.

Utilizing Titleist's industry-leading multi-component technology and manufacturing process excellence, the New Pro V1x, provides spin control and flight characteristics making it the ball of choice for many of the game's longest players.

NEW PRO V1x vs. PRIOR PRO V1x

DRIVER DISTANCE	COVER DURABILITY	SCORING PERFORMANCE
LONGER	IMPROVED	SIMILAR



PRO V1x™

URETHANE ELASTOMER™ COVERED, 4-PIECE MULTI-COMPONENT TECHNOLOGY

FEATURES

- Soft center, high energy, dual core
- New Ionomer casing layer
- High performance Urethane Elastomer cover
- High coverage 332 dimple design with Staggered Wave Parting Line
- Tour-validated A.I.M. (Alignment Integrated Marking)™ sidestamp

BENEFITS

- Longer distance
- Low driver spin for longer distance
- Drop-and-Stop greenside control and improved cover durability
- Enhanced aerodynamics for long and straight distance
- Integrated alignment guide for better putting accuracy



PROV1x

ADD MORE **TOUR!** TO YOUR GAME



LONGER DISTANCE WITH HIGH PERFORMANCE CONTROL

The NXT® Tour golf ball is designed for average to highly skilled golfers seeking the ultimate combination of soft feel, high performance control, and long distance.

Advanced, multi-layer construction, with a Tour-proven, high coverage dimple design and Staggered Wave Parting Line provide long, consistent distance.

The NXT Tour is longer with the driver and long irons, while maintaining soft feel and high performance control into and around the green.

INNER CORE		OUTER CORE	
MATERIAL	TYPE	MATERIAL	DIAMETER
POLYBUTADIENE	SOLID	POLYBUTADIENE	1.580"

COVER		DIMPLES	
COMPOSITION	THICKNESS	SHAPE	PATTERN
FUSABLEND®	.050"	SPHERICAL	ICOSAHEDRAL



NXT® TOUR

ADVANCED MULTI-LAYER CONSTRUCTION

FEATURES	BENEFITS
Advanced multi-layer construction	Superior distance with soft feel on all shots
Soft and thin Fusablend cover	Soft feel with exceptional control into and around the green
High coverage, Tour-proven 392 dimple design and Staggered Wave Parting Line	Enhanced aerodynamics for longer distance
A.I.M. (Alignment Integrated Marking)™ sidestamp	Integrated alignment guide for better putting accuracy

ADD MORE **EXTREME!** TO YOUR GAME



EXTREME DISTANCE WITH SOFT FEEL

The NXT® Extreme golf ball is designed to produce low spin off all shots for long, straight distance without sacrificing soft feel and greenside playability.

Featuring a soft compression, high COR core, high coverage dimple design and Staggered Wave Parting Line, the NXT Extreme provides longer, more consistent distance, while maintaining soft feel on all shots.

CORE		COVER	
MATERIAL	TYPE	COMPOSITION	THICKNESS
POLYBUTADIENE	SOLID	IONOMER	.065"

DIMPLES			
SHAPE	PATTERN	PARTING LINE	TOTAL NUMBER
SPHERICAL	ICOSAHEDRAL	STAGGERED WAVE	392



NXT® EXTREME

EXTREME DISTANCE CONSTRUCTION

FEATURES	BENEFITS
Soft compression, high coefficient of restitution 1.550" solid core	High velocity for extreme distance and soft feel
Low spin Ionomer cover	Low spin off all shots for long, straight distance
High coverage dimple design with Staggered Wave Parting Line	Longer distance from enhanced aerodynamics
A.I.M. (Alignment Integrated Marking)™ sidestamp	Integrated alignment guide for better putting accuracy

BLUE=CARRY

GREEN=ROLL



LONGER DISTANCE THROUGH GREATER CARRY

Since its introduction, the Titleist DT® has become one of the best selling golf balls in history with well over a billion golf balls sold!

DT Carry helps golfers who hit the ball with a low trajectory to produce a higher flight for longer carry and increased distance. DT Carry will especially benefit golfers whose driving distance is in the 200 yard range.

DT Carry features an Ionomer cover that provides exceptional feel for greenside control and accuracy, with the quality and consistency that you have come to expect from Titleist at an affordable price.

LONGER DISTANCE THROUGH GREATER ROLL

Since its introduction, the Titleist DT® has become one of the best selling golf balls in history with well over a billion golf balls sold!

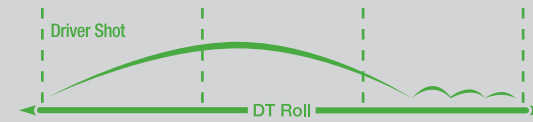
DT Roll helps golfers who hit the ball with a mid to high trajectory to produce a lower more penetrating flight for more roll and increased distance. DT Roll will especially benefit golfers whose driving distance is in the 200 yard range.

DT Roll features an Ionomer cover that provides exceptional feel for greenside control and accuracy, with the quality and consistency that you have come to expect from Titleist at an affordable price.

LET IT FLY



LET IT RUN



DT® CARRY

LONGER DISTANCE THROUGH GREATER CARRY

FEATURES

Large 1.595" low density core

Soft and resilient Ionomer cover

Large dimple, high-lift 252 dimple design

Staggered Wave Parting Line

A.I.M. (Alignment Integrated Marking)™ sidestamp

BENEFITS

Soft feel and increased lift for longer distance

Cut-proof guarantee

Increased carry for longer distance

Improved consistency on all shots

Integrated alignment guide for better putting accuracy



DT® ROLL

LONGER DISTANCE THROUGH GREATER ROLL

FEATURES

High velocity 1.565" core

Resilient Ionomer cover

Low trajectory, 392 dimple design

Staggered Wave Parting Line

A.I.M. (Alignment Integrated Marking)™ sidestamp

BENEFITS

Faster core for longer distance

Cut-proof guarantee

Penetrating ball flight for increased roll

Improved consistency on all shots

Integrated alignment guide for better putting accuracy

