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COOL CLUBS IMMEDIATELY ABSORBS ALL HOT STIX OPERATIONS

COOL CLUBS ACQUIRES CUSTOM CLUBFITTER HOT STIX

SCOTTSDALE, Ariz. – Cool Clubs, the world’s custom clubfitting technology leader, announced today they have acquired the custom clubfitting firm Hot Stix based in Arizona. Cool Clubs’ acquisition of the brand involves all Hot Stix locations including the headquarters location in Fountain Hills, Arizona and satellite locations in Palo Alto, California, New York, New York and West Palm Beach, Florida. Cool Clubs will immediately integrate their industry-leading technology into Hot Stix locations and absorb all Hot Stix operations including order fulfilment, customer-facing functions, marketing, human resources and brand management.

“We’re very excited to welcome Hot Stix and its employees into the Cool Clubs family,” said Mark Timms, Cool Clubs CEO. “We believe Hot Stix is an excellent fit given our compatible company cultures, shared values and passion to help others Play Better GolfSM. While finalizing the transaction, we learned their work ethic mirrors our core operating principles. We’re thrilled and fortunate to benefit from the high quality clubfitting for which Hot Stix is known.”

With this acquisition, Cool Clubs will now have access to a considerably larger customer pool and will now be able to manage clubfitting operations on a much larger scale in multiple new markets. Additionally, the acquisition allows Cool Clubs to explore more meaningful partnerships with OEMs, vendors, influencers and other prominent brands in the clubfitting industry. Hot Stix will continue to operate under their current name for an undisclosed period of time.

To book a fitting at Cool Clubs, visit www.CoolClubs.com

About Cool Clubs

Cool Clubs, based in Scottsdale, Arizona, is the world’s custom clubfitting technology leader. Cool Clubs is not affiliated with any club manufacturer, which means they fit their clients with the equipment that

performs best for them. Cool Clubs fitters have been recognized by *Golf Digest* and *GOLF.com* as top clubfitters in the world. To Learn more, visit www.coolclubs.com