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COOL CLUBS INTEGRATES TRACKMAN TECH INTO WORLD-CLASS PUTTER FITTING STUDIO

SCOTTSDALE, Ariz. – Cool Clubs, the world’s custom clubfitting technology leader, announced today they have upgraded their industry-leading putter fitting studio to include TrackMan technology. The new technology integration will lead to increased accuracy in each putter fitting through enhanced visual feedback, ball-tracing technology, aim-bias identification, launch direction identification and loft/lie angles identification and correction. Cool Clubs already uses TrackMan launch monitors in its driver, fairway, iron and wedge fitting operations.

“We’re extremely excited to integrate TrackMan technology into our putter fitting operations,” said Jerod Wallace, Cool Clubs general manager. “We’re always looking for ways to enhance our fitting services and using TrackMan to enhance our already best-in-class putter fitting was a no-brainer. We’re thrilled to provide an even better experience for our customers.”

TrackMan enhances putter fittings by producing video and data timed together through built-in video analysis to create a complete overview and understanding of any putting stroke. Cool Clubs combines this technology with eight state-of-the-art cameras in each of their putting studios to capture customers’ putting strokes from every angle. Cool Clubs master fitters then impart expert clubfitting knowledge to provide the best-fitting equipment specific to each player’s unique stroke.

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