

IMMEDIATE RELEASE

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Axis1 Golf signs Justin Rose

Boston, MA - Axis1 Golf, creators of the world's only "perfectly balanced / torque free putters", announced today the signing of Olympic Gold Medalist, US Open and Fed-Ex Cup Champion Justin Rose.

"We couldn't have a better ambassador to represent our brand," says Luis Pedraza, Founder and CEO of Axis1. "Justin is incredible to work with and immediately recognized the difference this technological innovation can make – for every golfer. We worked with him to fine tune our putters and created the Axis1Rose. The synergy of our relationship is paying off, helping to create a new global brand of putters."

"I had great success using the Axis1 last year and am excited to partner with the most innovative brand in the field. While helping to create this putter, I saw the technology that sets it apart from the rest and I believe it can revolutionize the market." said Justin Rose.

Since switching to the Axis1 in 2019, Rose set career bests in Total Putting (13th), Putting Avg. (5th), Overall Putting Avg. (3rd), One-Putt Pct (3rd) and 3-Putting Avoidance (8th). Rose also won the Famer's Insurance Open and tied for the lowest round ever at the US Open at Pebble Beach needing only 22 putts en route to a 65. Rose also shot his lowest ever 9-hole score of 28 at the Dunhill Links.

Axis1's patented unique technology places the center of gravity exactly in the center of the striking face and in-line with the Axis of the shaft creating a perfectly balanced putter. The putters remain square at address, do not rotate throughout your swing and will not twist upon impact with the ball, delivering a smoother and more accurate stroke.

Phil Long, Axis1 Golf, VP of Marketing & Sales. "The Axis1 Rose model has been extremely successful both in the green grass and retail channels globally since its launch, and gives consumers the rare ability to walk into a golf shop and buy the exact same product that's both designed and used by one of the best players in the world"

About Axis1 Golf

Launched in 2009 by Luis Pedraza, an internationally-acclaimed industrial designer with over 40 patents and an avid golfer, Axis1 is an innovative putter company dedicated to developing the world's most perfectly-balanced golf putters. Axis1 putters remain square at address and will not open up like traditional putters, resulting in more on-line putts and lower scores. We accomplished this feat by pushing the weight forward with a patented heel counter weight that for the very first time placed the center of gravity exactly on the center of the striking face and perfectly aligned with the axis of the shaft.

For more information please visit: www.axis1golf.com.

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