

PRESS RELEASE-For Immediate Release

Innovative Canadian-Made “TheTurn” Tee Now Available at Golf Town Coast to Coast

February 29, 2016 (Ottawa, Ontario) - No longer is TheTurn™ tee a regional phenomenon reserved only for eastern Ontario and western Quebec golfers. National retailer Golf Town has now added TheTurn to their comprehensive golf store offering from coast to coast, as well as their online store.

TheTurn is an innovative new product developed and made in Canada. Highly engineered from durable poly-carbonate plastics, TheTurn is a fully height-adjustable, 3”, hard-wearing tee designed and tested to last for many rounds that provides that elusive holy grail of golf: consistency.

Its design is clever, yet simple. Threaded like a screw, TheTurn is easily customized to the optimal height for an individual golfer’s tee shot, allowing for precision off the tee every time for golfers of every skill level.

PGA and Webdotcom tour player Brad Fritsch immediately recognized the advantages of its exact adjustability. “TheTurn tee is something I've put in my bag for two years now,” says Fritsch. “It's one less thing to worry about, knowing my tee is set just underneath the number 4 every single time I tee my ball up. I've experimented with numerous settings, and that one gives me the best combination of length and accuracy. Golfers want consistency, and TheTurn tee provides it.”

Canada’s entire golf community now has access to TheTurn via the most extensive network of golf retailers in the country—Golf Town.

Jeff Garber, owner of TheTurn, is excited to be partnering with Golf Town. “TheTurn was launched 26 months ago and the acceptance rate has been very high at the regional level. There are nearly six million golfers across the country, so there is potential for explosive growth. Being carried by Golf Town validates that TheTurn is a viable golf accessory, and makes it accessible to all Canadian golfers.”

Golf Town is a division of Austin, Texas based Golfsmith International which operates Golf Town stores in Canada, Golfsmith stores in the U.S. and each brand’s respective websites. Founded in 1999, Golf Town has grown from a single store in Scarborough, ON, into Canada's largest golf retailer offering golfers the convenience of shopping in over 55 experiential stores and www.golftown.com online. Golf Town features the broadest selection of the best brands in golf, expert staff who share its customers’ love of the game, and state of the art custom fitting services and technology – truly Anything For Golf.

TheTurn is available in five distinct packages, each includes eight tees; Traditional White, Olympic Medals, White/Neon, White/Purple, and White/Blue. For more information, product images and samples, and interview opportunities please contact:

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