TaylorMade Golf launches Spider Limited Putters

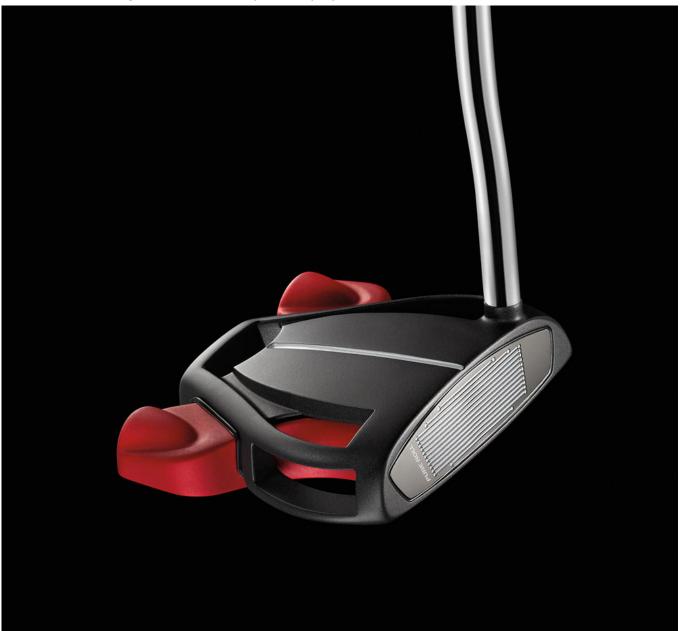
Specially Designed Duo of PuttersInspired by Jason Day, the #1 Player in the World.

Carlsbad, Calif. (May 17, 2016) – On the back of Jason Day's emphatic win at THE PLAYERS Championship, TaylorMade Golf Companytoday formally announced the release of the new Spider Limited and SpiderLimited Red putters, both inspired by the #1 player in the OWGR and one of the PGA TOUR's best statistical putters, Jason Day.



During his storybook rise to #1late last fall, Day came to the TaylorMade team with a request for a puttersimilar in style to his trusted Itsy Bitsy prototype, the putter he's used formultiple wins on the PGA TOUR which included his first major victory at the 2015 PGA Championship. His ask was for a putter that incorporated red, one ofhis favorite and most sentimental colors. Using the Redback Spider, a venomous pider indigenous to Day's native Australia as inspiration, the TaylorMade team embarked on amission to create a palate of color options, working intimately with Jason throughout the process to create a color Jason would prefer.

When the final color wasselected, Jason proposed the team build him two different models, each showcasing the color in a different way that would allow him to test &select which suited his eye before determining which would be put into play.



- The Spider Limited putter features a black frame with Tour Red bumpers
- The Spider Limited Red incorporates Tour Red throughout the frame and bumpers











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Day was first introduced to the putters in February, and after testing both models, the Spider Limited Red madeits PGA TOUR debut at the RBC Heritage in mid-April and was used to win THE PLAYERS Championship on Sunday.

Both models feature subtleties recognizable by the best players in the world, including Day, who prefers aseamless top crown and sans alignment aid. The two models available at retailwill differ slightly from Day's personal putter, which will include thealignment aid on the crown. Made of a 304 stainless steel frame combined with a lightweight 6061 aluminumbody enables weight to be positioned at the extremities, the Spider Limitedputters provide improved stability and high MOI. Similar to the original ItsyBitsy, both new models incorporate a milled Aluminum Pure Roll™ insert with a gunmetal finish topromote better forward roll, increased directional accuracy and improveddistance control.

Pricing & Availability

The Spider Limited and SpiderLimited Red will be available starting 6/3 at \$219 & \$299, respectively. Spider Limited isavailable in 33", 34" & 35" lengths while the Spider Limited Red is available in 35" lengths only.

See all Spider Limited images: VIEW PRESS KIT

Learn more here: SPIDER LIMITED RED

Learn more here: **SPIDER LIMITED**

See Jason full bag here: JASON DAY WITB



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ABOUT TAYLORMADE GOLF

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel

and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.



TaylorMade Golfnewsroom