

EARLY ACCESS

WATCH OUR NEW TV ADS FOR TP5 / TP5X BALL

Dear Staff Professionals,

This is big week for our company. A few months ago, we made a promise to strengthen our focus within the golf ball category in order to make a resounding statement across the industry. During coverage of the Genesis Open this week, we are following through on that promise with a campaign that will be unlike anything you've seen from us before.

Tomorrow, we will begin to roll out several TV spots featuring our Tour players and their initial reactions to the new ball. The spots are raw, authentic, quick-hitting, and offer a look into the unbelievable performance that's taking even the best players in the world by surprise. TP5 and TP5x have already won twice on Tour and soon, on March 3rd, the golf balls will be here to completely change the way your members and guests perform from tee to green. We have a product that is measurably better than what came before—and it also happens to be better than any other ball in the marketplace.

As advocates and influencers of our brand, we wanted you all to be the first to see how we are going to bring this game-changing product to market.

Here's a taster for you, but you can watch all five [HERE](#)

Jason Day - "It's a joke"

[TP5 / TP5X AD PLAYLIST](#)

And as you begin to see improved performance from your golfers, we ask that you share them to let the world know that this golf ball is exactly like nothing else in the marketplace. Please post on your social channels using the **#ExperienceTaylorMade #TP5**. We know we have something special in this product and want your help in making it the must-have golf ball of the year.

Please do not hesitate to reach out to me or contact your sales representative if you need any help getting this product into the hands of your members and guests. It is truly The Most Complete Tour Ball and is sure to be a game-changer for golfers of every level.

This is only the beginning.

Bob Maggiore
CMO, TaylorMade Golf

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.

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