

MAY 2017

## NEWS, VIEWS & UPDATES



### No money, no tour contracts, STILL the MTB MAKES ITS FIRST PRO APPEARANCE!

Fortunately, once in a while we meet a player who cares about performance above all else. Enter Eric Egloff, a decorated pro and amateur level player who had tried out the MTB while playing in Cape Cod. He was extremely excited about the performance and felt **"it was the best golf ball he had ever played"**.

Eric let us know he planned on playing the MTB this season as his "gamer", and we looked forward to his feedback. With the MTB, Eric went on to win the Connecticut Senior Open and medalist honors at the qualifier for the U.S. Senior Open.

Eric was excited to be entering the Senior Open with a ball that helped him **"feel like he could win every time out"**. In appreciation we gave him a SNELL GOLF bag. We are extremely excited to have Eric playing the MTB at such a high level, wish him the best, and look forward to more feedback on the MTB performance. We will also stick to our guns, resisting tour contracts, to continue our mission to keep offering premium performance while keeping costs down for the everyday player.

### SNELL GOLF CANADA INTERVIEWED ON SPORTS TALK RADIO

Jodie Jenkins, The Golf Guy with Sport Talk Radio recently interviewed with Snell Golf Canada's President Ron Stenzl. The interview covered the Snell philosophy and marketing strategy. To hear the 11 minute review visit SNELL GOLF CANADA Facebook page and you'll see the link.

### SNELL PROSHOP PROGRAM CONTINUES TO GROW

As the 2017 season gets underway we are thrilled to report that we've received orders and queries from many courses across Canada.

Clearly, there is a benefit for golfers to walk into their club, buy Snell balls and support their club at the same time. It's convenient and cost effective.

"We made some great contacts at the Toronto Golf and Travel Show and continue to expand our relationships via email. We already have about 25 Proshops carrying the ball and expect to double or triple that as the 2017 season unfolds."

- Ron Stenzl, President of SGCanada

If your club doesn't have Snell balls on their shelf, and you think they should, encourage your pro to reach out to us so he can become your go-to source for Snell Golf balls.

Proshops can email us to get details at [service@snellgolfcanada.com](mailto:service@snellgolfcanada.com)



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### **SNELL EXPANDS TO THE U.K. AND IRELAND ... now available in 13 countries worldwide.**

SNELL GOLF, the fastest growing ball brand in golf, announced today that it has expanded its international distribution to the United Kingdom as of April 30.



Snell Golf with headquarters in Massachusetts, USA, designs, markets and distributes premium golf balls primarily via an online, direct-to-customer business model.

Snell Golf, whose goal it is to create premium, high-performing golf balls at affordable price-points, has been awarded multiple commendations in Golf Digest's 2016 and 2017 Golf Ball Hot Lists and by My Golf Spy.

Snell Golf was founded in 2015 and is led by Dean Snell, co-creator of the industry-changing original Titleist Pro V1 and TaylorMade Penta golf balls.

**"I started this company in 2015 here in the U.S. because I felt that golf was becoming too expensive to play. It was my mission to provide top-quality, Tour-level performance at a price point that was more consumer-friendly. We were able to achieve our objective by going direct-to-consumer, avoiding Tour endorsement contracts and streamlining our marketing spend. Since our balls were first reviewed by some of the top golf websites in the world, we've been inundated by requests from the UK. We are excited to now be able to offer our products to a region that has**

such an important place in the history of the game. For me personally, it is very special to be able to have our products available in the birthplace of golf."

*Dean Snell, President & CEO, Snell Golf.*

With the addition of a U.K. based distributor, Snell Golf now offers its products in 13 different countries with distributors based in **Australia, Austria, Canada, Hong Kong, Japan and New Zealand.**

## **MEDIA REVIEWS**

### ***HERE ARE JUST SOME OF THE REVIEWS FROM THE GOLF MEDIA:***

*"Off the tee, the My Tour Ball is fast. Cheetah fast. Given the combination of a low compression/low spin core and exceptional ball speeds, the My Tour Ball is mostly likely as long, if not longer, than what's currently in your bag."* **Golfwrx** [Read the full review](#)

*"One tester described the Snell as "A better Pro V1" and we can't help but agree. It's as if Dean Snell took the very best of his past work and rolled it all into a single ball."* **Mygolf Spy** [Read the full review](#)

*"Snell is uniquely qualified to create Tour-centric models as well as models for average players, and with the launch of his new company, Snell Golf Inc., that's exactly what he's doing."* **Golf.com** [Read the full review](#)

# Snell

GOLF  CANADA

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"As the round progressed, I realized the distance with this ball was slightly longer than my usual ProV1x." **Golfballed.com** [Read the full review](#)

"I am now a believer in Snell and a believer in these balls. Believe it!" **Re-gripped** [Read the full review](#)

"Since I've tested this ball in play, I can say now that I'm a big fan. It's long, has a great feel and works exceptionally well around the greens. That's good enough for me!" **Golf Dash Blog** [Read the full review](#)



"Some will never try the ball because of the lack of retail availability in stores, but if you order a dozen, you'll likely order again & again based on the value and performance of the product." **Links Nation** [Read the full review](#)

"As advertised, the ball is long off the tee and provides a lot of control playing into the greens. The My Tour Ball being priced at \$32 makes it even better, tour performance for the masses." **The Sand Trap** [Read the full review](#)

"Spin rates on half-wedge swings were very impressive, with the MTB matching the performance seen from heavyweights like the 2015 Pro VI, Bridgestone B330-RX, and Srixon Z-Star." **The Hackers Paradise** [Read the full review](#)



The DEAN ... Dean Snell imparting his wisdom to interested golfers.

"In conclusion, I've been extremely pleased with the Snell "My Tour Ball." I'll continue to buy the ball for as long as Snell is selling them. I think your game will notice the difference and your wallet definitely will." **Golf Ledger** [Read the full review](#)