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REYNOLDS PLANTATION GOLF CLUB FITTING CENTER
TO OFFER REVOLUTIONARY TAYLORMADE PERFORMANCE LAB

Greensboro, Ga. (October 3, 2005) – Images of PGA Tour players decked out in black body suits, infrared reflective markers dotting their bodies as cameras record every inch of their swings, are relatively common place. What's depicted is a process that faithfully records the player's swing motion for use in a video game. Now, visitors to Reynolds Plantation and its Golf Club Fitting Center can take advantage of a similar technology engineered to precisely fit them for golf clubs that can improve their game dramatically.

Starting Nov. 1, the award-winning Reynolds Plantation will be one of only two sites in the United States to employ the TaylorMade Performance Lab, which incorporates cutting-edge technology to precisely fit golfers with custom clubs. The TaylorMade Performance Lab at Reynolds Plantation is located in the Oconee clubhouse, adjacent to The Ritz-Carlton Lodge, Reynolds Plantation.

Golfers who participate in the TaylorMade Performance Lab at Reynolds Plantation are outfitted with a special suit and swing a special club, both of which include numerous infrared reflective markers located at strategic points. Motion Analysis Technology by TaylorMade, known as the MAT-T System, tracks the movements of the markers using nine high-speed cameras positioned at fixed points around the studio, and feeds the information to a computer. The computer then distills that information and turns it into a remarkably accurate three-dimensional rendering of the swing that can be viewed immediately from any angle. Not only that, the MAT-T System can zero in on any segment of the swing for in-depth study and analysis.

The MAT-T System, which is proprietary of TaylorMade, can measure movements in increments as small as a tenth of a degree. Says Jose Miraflor, TaylorMade's manager of product creation for irons and putters, "When the second hand of your watch moves, it moves about six degrees, which gives you an idea of just how exact a tenth of a degree really is. The MAT-T System is an amazing tool that provides invaluable data for club-fitting and teaching."

The TaylorMade Performance Lab also incorporates a launch monitor that at impact measures ball speed, launch angle and spin rate. That information, along with a variety of swing measurements gathered by the MAT-T System and the results of a carefully constructed questionnaire, are analyzed to create a detailed player profile. PGA professionals at Reynolds

(more)

Plantation, intensively trained to man the Performance Lab, use that information to recommend the specific club specifications that will work with that player's swing characteristics to promote the longest, most accurate results, including lie angle, loft, shaft type, shaft flex, grip size and more.

"The TaylorMade Performance Lab at Reynolds Plantation gives you the most accurate representation of your golf swing and insight into your game that previously was only available to the pros," says Charles McLendon, Reynolds Plantation's club-fitting professional. "It goes beyond normal club fitting by showing you the nuances of your swing and takes the guesswork out of the process."

The MAT-T System is engineered to analyze putting strokes as well, by illustrating the relationship between where the putter is aimed prior to the stroke and where it faces at impact; critical information for determining the best type of putter for a given player.

"So many players spend a lot of time and effort getting instruction and working on their games, when all the while they are playing with clubs that aren't the right fit for them," says Bob Mauragas, vice president of golf operations for Reynolds Plantation's five courses. "The TaylorMade Performance Lab is designed to give an accurate and quick fit for the best possible equipment to have in your hands. In the end, it will make the game a whole lot easier."

The technology for the TaylorMade Performance Lab was created in collaboration with Motion Reality Incorporated (MRI), a company based in Marietta, Ga., about 90 minutes west of Reynolds Plantation. MRI has used this same technology to bring animated characters to life in movie blockbusters such as *The Lord of the Rings* and *The Polar Express*.

TaylorMade is a registered trademark of Taylor Made Golf Company, Inc. d/b/a TaylorMade-adidas Golf Company. TaylorMade Performance Lab is privately owned and operated under a license agreement with TaylorMade-adidas Golf Company.

About Reynolds Plantation

Reynolds Plantation, located between Atlanta and Augusta, is a 10,000-acre golf and lake retreat with 80 miles of shoreline on beautiful Lake Oconee, one of the largest lakes in the Southeast. Named "Best of the Best" by The Robb Report, Reynolds Plantation features 81 holes of championship golf from designers Jack Nicklaus, Bob Cupp, Tom Fazio, and Rees Jones, with a members-only course by noted architect Jim Engh slated to open in 2007. Community amenities include multiple dining options, swimming pools, tennis courts, a fitness center, walking trails, two full-service marinas, and a myriad of social activities and recreational programs. For more information on Reynolds Plantation, a Linger Longer Community, please call Reynolds Plantation Realty at 800-800-5250 or visit www.reynoldsplantation.com.