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**It takes a lot for Phil Mickelson to get mad.** Even after rounds that some would consider embarrassing, Phil honors his commitment to go to an autograph tent to talk with the fans. That my friends, is pure class! That's why when Phil asked for a photographer to be removed from Ryder Cup it had to be for something totally outrageous and it was. The rule is only accredited photographers are allowed to have cameras and be inside the ropes because they are supposed to know and understand the two golden rules: Never be in the direct line of the player and never, ever click the shutter until the swing has been completed.

With his foursomes match all square, and Europe inside four feet for a birdie attempt, Mickelson was trying to chip from just off the 10th green. He turned around and glared at photographers right after his club made contact with the ball. Someone had clicked his camera early, causing a distraction. "C'mon, guys," Mickelson complained. "Who did that?" He didn't let it go. Once he identified the photographer, Mickelson stared at him. "I'm going to ask you to be removed," Mickelson said. "That is so uncool." Police and marshals walked toward the photographer, who quickly ducked outside the ropes until they caught up to him.

**Colin Montgomerie was prominent at the Ryder Cup this week.** Yes I know he failed to make the team for the first time since 1989. But trust me, he was here at Valhalla, or at least a likeness of Monty played a role. Some fans carried a life-size cardboard cutout of Montgomerie around the grounds. Even the vain Monty would have been proud of the likeness. He was dressed in a red tartan plaid kilt and a blue waistcoat with silver button and a sash. The fans carrying Monty around also wore the same outfits.

**If you saw Michael Jordan staring at his Blackberry** during the TV coverage I can tell you one message he got was from his friend Tiger back in Orlando. Was the text a pointer as to what Michel should look for out on the course? Not quite. Tiger had seen Michael rubbing Nick Faldo's shoulders and texted him to choke Faldo instead.

**When the American Ryder Cup team motorcade made** its way to Valhalla Golf Club on Friday, the players passed by the curbside marquee at the Prestige Car Wash on Shelbyville Road, a mile from the course. The board read "U.S.A. ... Make More Putts."

**How did Kenny Perry feel** after working so hard this year (he has three victories) to make the team? "I never felt that way in my whole life," he said. "I had all the crowd chanting my name, it was phenomenal. I'm guessing the Euros are kind of getting tired of hearing it."



## **SST Dominates Ryder Cup , Wins Viking Classic**

**With so many players on both sides playing** with clubs PURED by SST, it was inevitable that SST should be one of the major headlines coming out of this event. It was fitting then that Jim Furyk, who has had SST PURE his clubs for years, tapped in the putt that returned the Ryder Cup to the United States.

But could the real heroes be Boo Weekly and Kenny Perry? Both play with PURED clubs. Perry went 2-1-1 and Weekly 2-0-1, and both played spectacularly on Sunday to inspire the team. For the record, Perry played in considerable pain and needed the help of a physiotherapist for his shoulder on the 10<sup>th</sup> hole.

**Clutch shots and consistency were the hallmark** of all the players who had SST PURED clubs in their bags. Under the pressure and scrutiny of a worldwide audience the last thing a player needs is a club that has been randomly assembled instead of a PURED club with a shaft that has been analyzed to find its most stable position.

**This PURED position eliminates the oscillations** that make it impossible to consistently impact the sweet spot in the same location. Pros won't take this chance and they ask SST to PURE their shafts using the SST patented technology.

**While the Ryder Cup was going on the Viking Classic** was also being played on the PGA Tour and once again SST PURE dominated. Will Mackenzie and Brian Gay tied for the lead. Both players were 19 under par with "Willy Mac" making an impressive birdie on the final hole of regulation to get into the playoff. He then went on to win on the second hole, giving SST PURE another victory.

**The impressive results in 2008 show just how effective PUREing is:** 29 wins and more than \$110 million won by players who have asked SST to PURE their clubs. SST has won two majors this year, the British Open and PGA Championship by Padraig Harrington.

**SST is also poised to win the FedEx Cup next week at the TOUR Championship** in Atlanta. Vijay Singh (SST PUREs his clubs) has an insurmountable lead with two wins in Cup play. Four out of the top five are players have a history of asking SST to PURE their clubs.

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