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Did you know that young PGA Tour star Anthony Kim chokes up about two inches on every club? It's a holdover from when Kim was a kid learning to play with adult clubs too long for his arms. He's 23 now, but Kim believes choking up still serves him well with solid, controlled shots.

Commissioner Tim Finchem shared these thoughts with us last week. When asked if Tiger playing next year would boost the TV ratings, which fell after his surgery, Finchem replied: "Tiger brings the softer, more casual viewer in droves to television, so we suffered on the television-ratings side. But we had a great year. Next season there will be widespread interest in the coming back of Tiger and can he play and can he have stamina and can he win? At the same time, we've got these new guys, Kim and Villegas, and so there will be a lot of speculation about if Tiger comes back and he's healthy, can these guys beat him? I think that sets us up favorably."

Finchem said he sent a five-minute video to players and their agents, asking them to consider playing a few more tournaments and taking an extra step to make sure the sponsors get their value. "I sent it as a reminder since most of the players already do that," he said. Suggestion to Tim: You might want to send that letter to the players in care of their European Tour post office boxes since an ever-growing number of American players have said they will split time on that tour next year. It has something to do with big-paying tournaments and appearance bonuses not allowed on this side of the pond. Only money speaks to these guys.

Jim Furyk felt the effects of some injuries this year that kept him out of the winner's circle, but after eight weeks off he was raring to go at Tiger's event. Furyk spent the time with his family, attended Pittsburgh Steelers and Ohio State football games and it only took him two weeks to knock the rust off his golf game.

Fred Couples revealed that he loves to needle Tiger Woods. "I can get away with it because he knows he has nothing to fear," Couples said. "I can't beat the guy. It would be different if Phil or Vijay picked on him but with me I can get away with it."

Fred continued to explain his reputation as a long hitter: "I've always hit the ball a long way and that's been strength. I'm actually a better driver today, that's basically just because of the equipment and other improvements."

How's Couple's back? "I'm in decent golf shape. A downhill lie is tough for me to reach for. My back was just very beat up. It's a part of life. It's not a big deal."

What does Fred think of the new young stars like Anthony Kim? "I'm at an age where Anthony Kim couldn't even be my son, he's so young (23), so I can't even use that line."



SST Grabs Victory, Plus Player of Year Honors

Vijay Singh, who insists on playing with clubs PURED by SST, won the Tiger Woods Chevron World Challenge this week in a field that included many other players with SST PURED clubs in their bags. **Singh's victory marked the 12th week in a row that a player who has asked SST to PURE their clubs won an event.**

Singh wrapped up a great year that included the money title and the FedEx Cup Championship. He also won three other times this year making Tiger's event win number four.

As great a year as Vijay had, the players voted in another SST PURE player as the PGA TOUR player of the year. That honor went to another strong advocate of playing with SST PURED clubs, Padraig Harrington. In 2008 Padraig won his second British Open in a row as well as the PGA Championship.

Over on the Champions Tour, the players voted for Bernhard Langer as their Player of the Year and he also was selected as the Champions Tour Rookie of the Year. Langer, who also plays with SST PURED in his bag, won three times and finished with 20 top-25 finishes.

So as 2008 finally starts winding down the official figures are 37 PGA and Champions Tour Victories, including three majors (two by PGA Players and one on the Champions Tour), and more than \$130 million won by players on the PGA Tour with PURED clubs.

No other company in golf had this much impact on the professional side of the sport in 2008. The great news, that I've also heard, is that recreational players around the world regardless of their handicaps have also set new records for SST in the number of clubs the SST PURE licensees have been asked to PURE this year.

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