



PRESS RELEASE

Adams Golf Launches Speedline Fast 12 Driver

New Aerodynamic Shaping Produces the Fastest, Longest and Most Forgiving Speedline Driver Ever

PLANO, TEXAS, December 27, 2011 – Adams Golf (NasdaqCM:ADGF) announces the new Speedline Fast 12 driver – the fastest, longest and most forgiving Speedline driver ever developed. The Fast 12 incorporates the new Airfoil Design to produce a 460cc driver with 14% less drag for an increase of up to 3 mph in club head speed and, at the same time, a nearly 10% increase in forgiveness.

“The Speedline Fast 12 driver is a significant technological step forward in the quest for large footprint and high MOI driver that also provides the speed of modern aerodynamic designs,” said Scott Burnett, Director of Advanced Product Development for Adams Golf.

Aerodynamic Enhancements

Adams Golf led the industry into the aerodynamic revolution with the original Speedline in 2009 and continues to make refinements for better airflow attachment. The Airfoil Design of the Fast 12 driver incorporates crown elements such as the trip steps seen in its predecessor, the Fast 11, along with new design elements on the sole and skirt of the club that provide maximum aerodynamic benefits throughout the entire swing path. The result is 14% less drag and up to a 3 mph increase in club head speed.

More Forgiveness

The Airfoil design in the new Fast 12 driver provides forgiveness never seen before in a aerodynamically designed driver, an increases of nearly 10%. It has the MOI equivalent to the square drivers of the past, which were extremely forgiving, but had such high drag that they slowed down swing speeds causing much less distance. In addition to its technical enhancements, the Fast 12 features a satin silver crown color to inspire confidence at address.

For more information contact:

Darren Phillips | +44 (0)7974 654003 | darren.phillips@weknowsport.com

Pure Sports Marketing | The Arc, Mallard Way, Pride Park, Derby DE24 8GX, United Kingdom | +44 (0)1332 866455

Models, Pricing and Availability

The Speedline Fast 12 Driver will come standard with the Grafalloy ProLaunch Blue featuring Speed Coat Technology. It will be available in stores on March 1st with an MRRP of €349.

Available lofts are as follows:

Speedline Fast 12 Driver:	8.5°, 9.5° and 10.5° in right-handed 9.5° and 10.5° for left-handed
Speedline Fast 12 Draw Driver:	10.5° in right-handed
Women's Speedline Fast 12 Driver:	12° and HL in right-handed

Adams Golf (Nasdaq: ADGF), the maker of the #1 Hybrid on Tour, is driven to develop innovative products to allow golfers of all skill levels to enjoy the game of golf. Adams Golf produces and sells golf equipment under the Adams Golf and Yes! Putter brands. For more information, please visit www.adamsgolf.com.

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