



FRANKLY

Frankly The Best Driver

Report prepared for Frankly Friends

Fall 2009

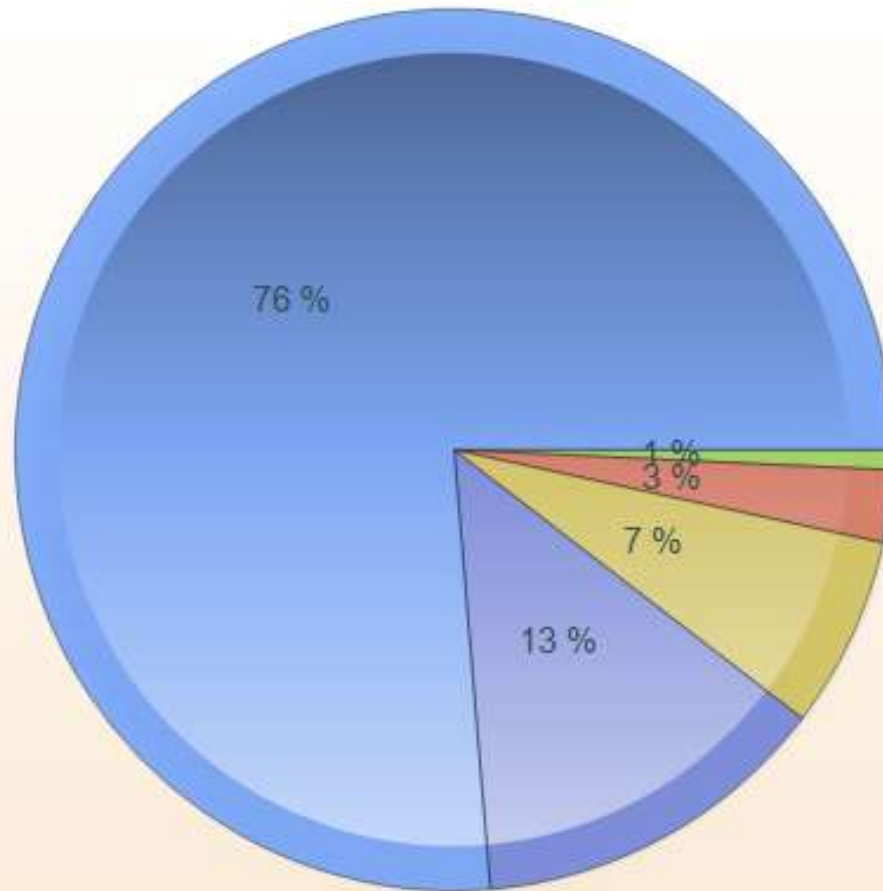
Introduction

We asked our Frankly Friends to help us identify the best driver by answering a few questions about what driver they use and how they rated it.

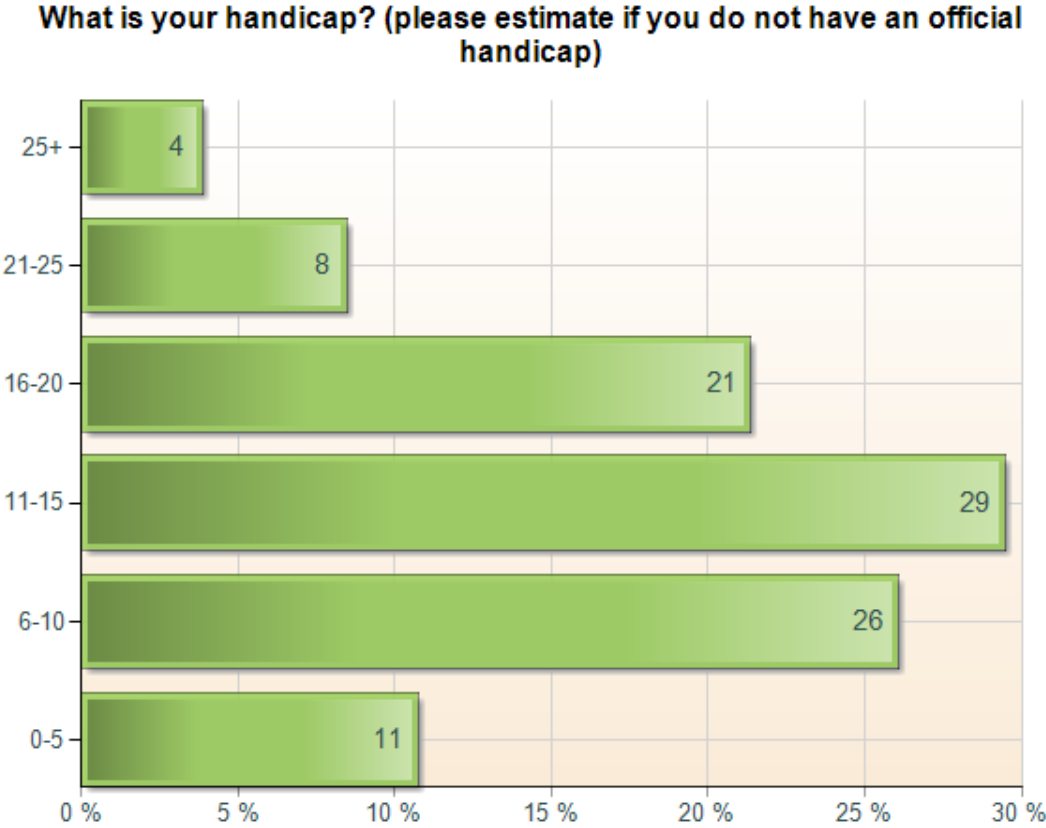
We believe that there is no better way to rate a product than by asking the consumers who bought it, and have used it for some time, to let us know what they think.

We had over 2000 responses to our survey. Here are the results.

Our Frankly Friends who completed the survey are avid golfers, with 89% playing more than 21 days per year!



The majority of Frankly Friends who completed the survey have a handicap of less than 20.



Most Used Brands

| Here is a listing of driver brands ranked by usage |
|--|
| 1. Taylor Made |
| 2. Callaway |
| 3. Ping |
| 4. Cobra |
| 5. Cleveland |
| 6. Titleist |
| 7. Nike |
| 8. Adams |
| 9. Mizuno |

This listing is simply based on the number of golfers reporting that they play with a particular brand as their current driver. To be included in this report a minimum of 40 Frankly Friends had to currently own the brand.

Brands and Skill Level

We know it's a daunting task trying to select a new driver with the many choices in the marketplace. This table identifies brand usage by handicap.

| Handicap Level | Top Brands Used |
|----------------|---|
| 0-10 | <ol style="list-style-type: none">1. Titleist2. Mizuno3. Nike |
| 11-20 | <ol style="list-style-type: none">1. Cleveland2. Taylor Made3. Nike |
| 21+ | <ol style="list-style-type: none">1. Adams2. Cobra3. Cleveland |

Highest Rated Brands

Our Frankly Friends rated their current driver on a scale of one to five stars (five being the best). The table below ranks the brands by customer satisfaction rating.

| |
|----------------|
| 1. Titleist |
| 2. Ping |
| 3. Cobra |
| 4. Callaway |
| 5. Nike |
| 6. Taylor Made |
| 7. Mizuno |
| 8. Cleveland |
| 9. Adams |

The Best Driver

| Brand | Model |
|-----------------|---------------------|
| 1. Ping | Rapture V2 |
| 2. Callaway | Hyper X |
| 3. Taylor Made | Tour Burner TP |
| 4. Titleist | 905R |
| 5. Titleist | 909D3 |
| 6. Adams | Speedline |
| 7. Titleist | 909D2 |
| 8. Ping | G2 |
| 9. Callaway | FT 5 Draw |
| 10. Cleveland | Hi bore |
| 11. Taylor Made | R9 |
| 12. Cobra | F Speed LD |
| 13. Callaway | FT5 Neutral |
| 14. Ping | G10 |
| 15. Titleist | 907D2 |
| 16. Nike | Sasquatch Sumo 5000 |

Here are the Best Drivers in rank order, as reported by our Frankly Friends. This was based on satisfaction rating for each model, and taking into account whether golfers would recommend it to a friend.



Frankly Friends,
Thank you to those who
participated...look out
for our next survey on
golf balls!

The Frankly Team