



**Feel Golf Company, Inc.**  
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## **With A Very Ergonomic Design, Feel Golf Company's Full Release™ Grip Is Allowing Professional Golfers Out On The Tour As-Well-As Guys Or Gals Just Out To Have Fun And Improve Their Game To Increase Their Swing Speed And Deliver More Power**

**Consumer Goods**  
**Golf Equipment**  
**(FEEL-OTC: BB)**

**Lee Miller**  
**Founder, Chairman and CEO**

### **BIO:**

Dr. Miller, a PGA member, is well known for his knowledge of advanced materials in metals and composites, and applies that knowledge to make the fine playing clubs that the company is noted for. He is a serial entrepreneur who historically acquired and sold (non-golf and golf) companies supplying high-tech products to GE Aircraft Engines, GE Armament, Lockheed, McDonnell Douglas, NASA, Zimmer, Chrysler, Ford, Wright Patterson Air Force Base, and the United States Defense Department. He began his career with United States Steel Chemicals in Operations and Merger and Acquisitions. He received an education in Mechanical Engineering from MDTA, his Accounting and Financial Analysis at Davenport College, Corporate Law at Franklin University, and earned his MBA and Ph.D. from the University of Beverly Hills. He was (Honorary) Vice Chairman for Checker Motors, under Chairman Ed Cole, the former President of General Motors and one of his mentors. He is a PGA and Senior PGA Tour member. He is a former member of the New York Academy of Sciences, the US Senate Advisory Board, and the General Motors Advisory Board. He appears in such notable publications as "Who's Who in the World", "Who's Who in Finance and Industry", "Who's Who in Business", Sterling Oxford University's edition of "World Intellectuals", and numerous other publications. He has contributed

many technical material articles and frequent lectures to the Advanced Materials Research & Development departments at Lockheed, NASA, General Motors, Steelcase and Michigan State University.

### **Company Profile:**

About Feel Golf Company, Inc. Incorporated in 2000, Monterey County, CA-based FEEL first began producing wedges for Tour players in 1985. Today FEEL is a leading innovator and manufacturer of superior performance golf products, and the only golf company whose products are designed, built and backed by PGA members. FEEL's latest innovation is the revolutionary reverse taper Full Release™ grip, the first significant advancement in golf grips since the game's inception. Named the "Top Discovery" at the International PGA Show, FEEL grips have been independently tested and validated to increase distance and accuracy. FEEL also manufactures and distributes award-winning wedges and high performance drivers, irons and putters for highly discriminating amateurs and Tour professionals.

The Feel Golf Company manufactures and markets golf clubs worldwide. Their product lineup includes High Performance Wedges, Drivers, Hybrids, Irons, Putters and new as of 2004, their revolutionary Game Improvement Grip. With multiple patents and pending patents, the grip conforms to the USGA and R & A. Feel Golf's new "Full Release Grips" are "The first major change to golf in the last 100 years!" as quoted by PubLinks Magazine.

Feel Golf clubs use specially formulated metals coupled with a proprietary Pres-

sure Casting system to manufacture the most "player sensitive" golf clubs in the world and are used by players all over the world. This system produces clubs that contain the best attributes of both forged and cavity back clubs and allows Feel Golf to manufacture the softest and best "feeling" club in the golf industry. Each and every Feel Golf club is made to the same exacting standards and is identical in every aspect of feel and playability. A club made today will have the exact same: Total Weight, Balance Point, Shaft Frequency, Swing Weight, Kick Point and Length as one made a year or 10 years ago. That is how precise Feel Golf is in its manufacturing and assembly procedures.

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFOinterviews.com**

**CEOCFO:** Mr. Miller, what is the history of Feel Golf?

**Mr. Miller:** The genesis of Feel Golf came about in the mid-1980's. Feel Golf is the only golf company in the world owned and operated by PGA members and ex-Tour players. Feel Golf originates and was born out on the Tour making products and clubs for Tour players own personal use. I have been purported to be the very first club fitter out on Tour. What would happen was the product that would be received from major club companies that have their players under endorsement contracts would come in, and I would take and rework them to the player's individual needs. I was a player as well as engineers, so I basically understood the physics and performance of the golfer and the golf swing. Every two or three weeks a new set of clubs would

come to the player and I would spend the time reworking them. At that time there were four different types of agronomy throughout the country that Tour players would play on. So each club would need a different grind to accommodate the different grasses from Bermuda to Rye and make the club easier to slide through at impact. In doing so it was quite time consuming, so one day during a rainout we are sitting in the locker room and we are talking about grinding wedges to suit the player. As I told one tour player I am grinding everybody's wedges pretty much the same. So he said, "Well you own manufacturing companies, why don't you just make wedges for us and we can just stop all of this work that you have to do for us". I said, "Well I am not club maker, I'm a player" and another tour player looked at me and said, "You are a heck of a lot better club maker than you are a player". So, after my chin got up off the floor, I preceded to dispatch directions to my manufacturing company to make wedges. A few weeks after that the wedges were made and received, without any name or identity upon them, and as we are standing on the T-line hitting the wedges and about then the rules official came along and said, "You guys got to have a name on them or you won't be able to play them." And we all looked at each other as he walked away and one player said, "You make them feel so good, why don't you just name them Feel". And that was the genesis of the name.

**CEOCFO:** What are you offering today that is special?

**Mr. Miller:** Other than my personality, we are a public company, and we went public just about two years ago under the symbol FEEL. We distributed it to thirty-five countries, but during the last eighteen to twenty-four months we have seen what I call a global discretionary income depression. I mean it is a troublesome economy. We have amateurs trying to resurrect it and the only thing they are doing is digging the hole deeper and deeper. About four years ago we came out with a golf grip that immediately increases distance and accuracy and that does quite well. We have 88% customer approval and validation by independent

testing as well as the customers who purchased.

**CEOCFO:** What is it about the grip?

**Mr. Miller:** It is a reverse taper grip. If a person plays golf, you never want to get the traditional grip up into the palm, versus having it contained fully in the fingers across the base of the fingers. That is why if you watch these tour players on TV it takes forever for them to get a grip. In doing so they will place the grip parallel to the base of their fingers, close their fingers on the grip without it rolling up into the palm and they will place the palm over on top of the grip as a net. So they have taken the grip to a two-step process with each hand. With their normal recreational player, they grab the grip into a death hold, which absolutely restricts the movement of the wrist. The cocking of the wrist is the most powerful part of the golf swing as it is in anything, whether it is a fishing rod or bowling ball or whatever, because everything that you do in life is done with the fingers. That would include brushing your teeth, combing your hair, or driving your car. As soon as the palm gets involved, it brings tension into the wrist, the forearms and therefore hinders the movement of the primary muscles, and the fast twitch muscles. Basically, our grip is a very ergonomic design that goes from small to large, because in your top hand you are holding it really with the smallest fingers and in the bottom hand you are holding it with the longest fingers, just like you would any other grip. What it does is remove the tension and restraint on the muscles and allows them to fire more quickly, which is more power, so your swing speed and everything else becomes more slightly faster. It is a multiple patented grip and we have Tour players on multiple Tours that are using them and they are becoming more and more popular. Since we are a small company, we cannot pay the mega millions that professional athletes expect for endorsements. So we basically say, "Hey, improve your game and you will make money". So that is the aspect of the Full Release™ Grip.

**CEOCFO:** Tell me about continuing on the availability of the non-conforming wedges?

**Mr. Miller:** I have done two interviews on that already this morning. We make conforming wedges also, in compliance with the 2010 Groove rules. Customers and past customers began calling us wanting to know if we had wedges with the pre 2010 grooves from years past, and whether we were going to still maintain the different finishes. We have wedges made of different colors plus we make the softest wedge face in the world. Our wedges have been used by thousands of Tour players over the last twenty years, winning every major there is and so on. So the customers got me thinking as they are saying, "Hey you know we want to play the game of golf, but we are not on a Tour, we are not one of two hundred selected best Tour players in the world, so why is it that we are being lumped in with the best players when we need all the help we can get." One customer said, "I even carry a bible with me just in case I need it." Another customer said "All of us cheat, we hit the ball, we do this, we do that, so these grooves; just continue making your old wedges." So we decided to, because again business is business and the majors can afford or maybe they can't, because it is quite expensive even for us to make new tooling with more conformance to the 2010 rules. We said, "Hey this is a big hit to us." We only had eight months to make the transition and tooling and so on. So we are going to continue business as usual and they will be available and we will continue to make them available as long as the customers want them.

**CEOCFO:** What is the financial picture like for Feel Golf today?

**Mr. Miller:** Operation-wise we are not doing badly, but of course we have standards dictated to us by the GAAP accounting methods. So based on that we will take and issue stock for services, which is immediate expense at the bottom line. From a going-forward standpoint I would like to anticipate that we should be ok.

**CEOCFO:** You work with distributors internationally; are there countries or regions you would like to be more involved in?

**Mr. Miller:** Yes, I think there are 21,312 countries in the globe, would like to have them all.

**CEOCFO:** Are they playing golf in all of them?

**Mr. Miller:** Who cares? We sell to Belgium, Pakistan; Iran even wants to buy from us and we didn't but the global situation as the same as it is here. People are threatened by the uncertainty and the only thing that you know is what you have been through. There are no crystal balls or anything but the most promising country of course is Korea, and China will be in about the next ten years. Only five years ago as populace as China is, it only had five million golfers and some-

thing like fifty or sixty golf courses, but now they are coming along strong in China. Korea is depressed on account of the uncertainty coming from North Korea. It is an interesting time that I just as soon never occurred so that we could use our capacity, our intellect, to go forward. But it is almost like a visually challenged person to be P.C. wise, learning to drive a car, you just don't know where the bumps and the trees, and the obstacles or barriers are going to come from next. Banks can't loan because regulators are gunning for them and they're now required to double their reserves. Then there is this so-called financial summit coming out of Basel Switzerland. I hate to say it, but we have a lot of ignoramous'es in this world

that have never met or made a paycheck or worked a day in their lives or paid a house or anything, and they are telling us how to benefit an economy. It is absolutely unbelievable and definitely is not sustainable.

**CEOCFO:** In closing, why should potential investors consider Feel Golf right now?

**Mr. Miller:** Being forthcoming, just look at our history, look where we have been, look what we are doing and hopefully we want to understand the future. At this stage of our stock value, it is as low as it probably will go."

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