

A Pinnacle of Golf Technology Returns



Gary V. Adams (1943-2000): McHenryMetals legendary club designer - "Father of the Metalwood", founder of TaylorMade® and McHenry Metals Golf Company, "Innovator of the Year", "Man of the Year", and "The Ernie Sabayrac Award", PGA's highest honor.

Gary V. Adams created a major revolution in the game of golf by meticulously engineering metalwoods to make them incredibly playable and high performing. His perfection of the metalwood endures as the overwhelming favorite of golfers worldwide. In 1997, having already co-founded and sold TaylorMade® Golf Company and Founders Club, Adams founded McHenry Metals, named as a tribute to his roots in McHenry, Illinois, where his father was the McHenry Country Club professional.

The company premiered with the original McHenry Metals TOURPURE® Driver. It's quality, aesthetic appeal, innovative design and great playability made it a must-have in shops across the country... as well as in the bags of countless players. The McHenry Metals TOURPURE® Driver soon ranked #1 on the Senior PGA Tour and was involved in 16 professional titles.

The driver's spectacular rise in popularity was an amazing accomplishment for a new manufacturer. However, it came as no surprise to those who knew the genius of Gary V. Adams and his dedication to "keep the game pure."

Gary V. Adams left behind a memorable legacy of golf club innovation and contributions to the game.

Imagine being 22 years old with a vision that unknowingly in time, would inspire others to chase your dream. Can you also imagine that your dream could change the face of a hundred plus years of technology in the making? What if someone told you that someday, you would become known as the "Father" of an innovative idea and everyone else in the business would attempt your mastery? This is what happened to Gary V. Adams after tooling around in his father's basement in McHenry, Ill.

During the late 1970's, golf ball technology was improving. With that, the ball seemed to be firing off the iron clubs with more intensity than off of the [unbeknownst to the golfing world - soon to be phased out], wooden woods. While Adams was seeing this, the idea light went on and after some intense work in that McHenry, Illinois basement, the future of metalwoods was born.

Early in its life it was criticized, but it was nurtured and through persistence, became a widely successful club through TaylorMade, then Founders Club; both of which evolved with the help of Gary V. Adams. But, the best is yet to come. On his own now and still filled with the desire to push the outer limits, Gary V. Adams had a

bigger dream and a wider vision.

Already having proven success in quality, appeal, and tour endorsement, he now



insisted upon incorporating into the mix some supreme performance, accuracy, forgiveness, and a little more power into every one of his clubs. His next step; take this success, add the cutting edge of tour design, and take technology to a new level. The feel of striking a golf ball was about to change.

By now, Gary V. Adams was known as the pinnacle of the industry and his history as a designer did not go unrecognized. "Innovator of the Decade" by the International Network of Golf, "Man of the Year" by the National Golf Association, and the PGA of America's highest honor - "Ernie Sabayrac Award" for lifetime contributions to the game of golf are just a few of the awards he received along the way.

With all the rewards and a market exploding with metalwoods, he still kept that desire to remain a constant visionary in metalwood technology; it was flourishing. Unfortunately though, in 2000, Adams lost a battle to cancer. But before his death, his dream of mastering club performance and the pursuit of unparalleled customer satisfaction was reborn.

He never forgot those days in the basement, tinkering around with innovation and maybe hoping that someday everyone would know him, and where all that inspiration came from. His Florida Golf Central • January 2005

heart, soul, and coveted tools of the trade were safeguarded until now; his lasting legacy is now called McHenry Metals Golf, in honor of that hard work in McHenry, Illinois.

The management team and supporting staff of McHenry Metals has taken the gift that the "father" left, and is having thrilling success. The driver has been ranked the #1 driver on the Senior PGA Tour and has played a part in 16 professional titles, what's that say about what can happen from just a dream in the basement? For a new company to attain feats such as those are evident to the confidence professional players have in the Gary V. Adams design.

"Although the past has been very good, the focus today for this company is the future and today's golfer," states Mel Rodelli, Owner and President. McHenry Metals is as cutting edge today as Gary V. Adams was then. Although we are re-igniting the brand, as a relative new comer to the current golf market, "we want to dispel any notion that McHenry Metals is just another golf club manufacturer" states Vice President: Operations/Marketing Director Kevin Rooney. Further, "based on Gary's design heritage and recognition we're quickly becoming one of the premium manufacturers in the industry."

Any golfer who tries one of these clubs will quickly find out how true those statements are. They can see the value of historical innovation and feel the newest technology in the club's pure performance. To master this, states Rooney, "we have taken the Gary V. Adams design, added today's advanced technology, and through Adams designer apprentices, matched today's "low spin" ball technology and tour player characteristics."

As in the past, their success of this quest is proven. Throughout the many Tours, there have been 10 wins, 28 Top five and 15 Top Ten finishes. That's pretty remarkable and adds that globally, these clubs are for real.

To re-ignite the legacy and launch off this new family's line of products, first off there's the TourPure II Driver. It's a must have. Besides its sleek design, easy to stand over appeal, new cupface technology, and innovative power rail and power ring from the heritage of the Gary V. Adams design, it's accurate and will take you to yardages you've been unfamiliar with. The best part is; everyone can use it. Whatever's your level of play, swing style, speed etc. there's a TourPure II Driver for you.

The TourPure II Fairway Metal Series utilizes the power, accuracy & forgiveness of exclusive TourPure II Technology to deliver true high performance for all players.

some of the mental anguish received from those failed shots off your longer irons.

Lastly, the McHenry Metals latest technology is not all about power. The NEW Strike Wedge Series has hit the links. Its unique Tour proven design provides a multiple bounce angle system which has been incorporated into these wedges that's so good, even touring professionals are stocking up. This remarkable technology creates amazing versatility, almost eliminates the mis-hits, and encourages tremendously accurate results and feel. You'll no longer doubt if you can get the ball up with any one of the 52, 56, or 60 degree Strike Wedges.

There you have it; McHenry Metals is announcing its presence. The time capsule that has been holding the equipment for your opportunity to a better game is now open. Reach in a get a piece of history that will take your game to another futuristic level.

Further information about the McHenry Metals product line can be found at select retailers, from your local professional and, the 2005 PGA Merchandise Show. Their toll free number is 866-410-2544 or you can visit them online at www.mchenrymetals.com.



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