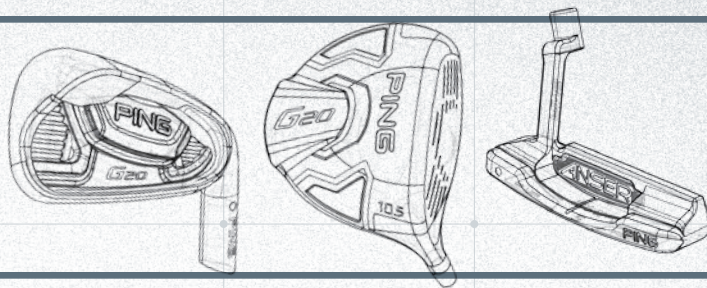


PING® 2012 GOLF EQUIPMENT



G20 DRIVER

The clubhead is built from Ti 8-1-1, a low-density titanium that allowed us to improve the weighting to better optimize the entire clubhead. An external weight positions the CG for high launch and low spin to maximize distance and accuracy. Our enhanced high-balance-point shaft increases energy, momentum and inertia for longer, straighter drives.

G20™ SERIES

The G20 Series is optimized to improve performance for golfers of all skill levels. New materials and advanced designs ensure golfers greater distance, accuracy and consistency. When combined with its industry-leading custom fitting process, the next generation of PING's game-improvement series provides the score-lowering innovations golfers have come to rely on. **Available driver, fairway woods, hybrids and irons.**



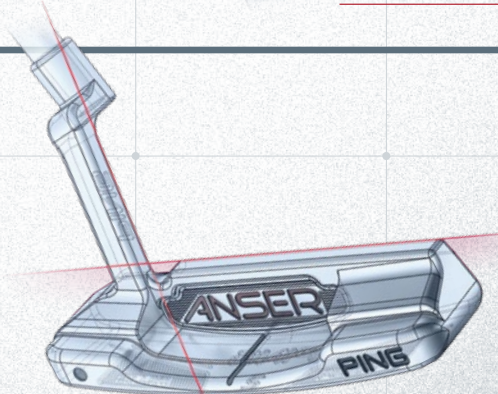
G20 IRON

Extreme perimeter weighting makes the G20 iron highly forgiving, and a multi-material cavity badge with elastomer heel and toe sections improves feel and sound while enhancing distance control.

[CLICK TO VIEW
NEW PRODUCT VIDEOS](#)

ANSER® MILLED PUTTERS

PING updates the original Anser design with seven new models precision-milled from 303 stainless steel. Various hosel configurations make each Anser fit a stroke type. Subtle variations to the top line, toe radius and heel-toe length distinguish each Anser and build upon the performance that has contributed to more than 500 tour wins and 26 major victories since 1966.



CHAIRMAN'S MESSAGE

It's very satisfying to see the level of tour players' enthusiasm for our new products. Already, our top players are switching to our latest innovations, including the G20 driver and Anser Milled putters. It's also exciting to think how much the average player can improve relying on the same technology and innovation. Whether it's the G20 family, Anser Milled putters, Anser forged wedges, or the high-MOI Sydney putter (at right), your customers will see improvement on every shot. Just like the game's best players.

John A. Solheim, PING Chairman & CEO



FIT FOR STROKE™

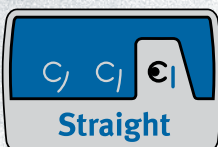
DON'T CHANGE YOUR STROKE. CHANGE YOUR PUTTER.

Results from hundreds of player and robot tests over the years at PING offer overwhelming scientific evidence that you'll putt more consistently when your putter's balance matches your stroke type. To help you find the putter that fits you, we've classified every PING putter into one of three stroke types; Straight, Slight Arc and Strong Arc. Stroke type is determined by your closing angle, the amount your putter face rotates during the forward stroke, measured in degrees.

COLORED SHAFT LABELS INDICATE STROKE TYPE

Every PING putter includes a shaft label that identifies the stroke type it matches.

FACE-BALANCED



MID-HANG



TOE-DOWN



ANSER WEDGES

The Anser forged wedges are designed to complement the high-performance Anser forged irons. Forged from 8620 steel to ensure a soft yet solid feel, the Anser wedges feature a tungsten toe weight that optimizes the CG position and elevates the MOI for higher-spinning, lower-trajectory shots that maximize control and workability.

Lofts: 50°, 52°, 54°, 56°, 58°, 60°



Stock shaft:
DG Spinner

NEW BAGS



For 2012, PING presents a renewed emphasis on providing golfers quality, innovation and performance through a concept called Enhanced Ergonomics (E2). It represents the company's commitment to designing bags that ensure golfer's improved performance while enhancing their overall experience through added comfort and convenience. Three new carry bag offerings – 4 Series, Hooper and Latitude – and the new Pioneer Cart Bag, are designed for function and style.

4 SERIES™



HOOVER™



LATITUDE™



PIONEER™

