





2008 NIKE GOLF BALLS

PRODUCT	PLAYER PROFILE	PERFORMANCE BENEFITS
 NIKE ONE PLATINUM	Competitive player looking for maximum greenside spin and control while maintaining distance off the tee	Ultimate Tour Performance
 NIKE ONE BLACK	Competitive player looking to tour-level distance off the tee with soft feel around the greens	Maximum Tour Distance
 IGNITE	Wide range of players who want a balance of distance off the tee, mid iron accuracy and softer feel around the greens	Longer Distance, Softer Response
 POWER DISTANCE SOFT	Players with slower swing speeds looking for increased distance	Softest Feel, Increased Lift to Maximize Carry

NIKE ATHLETE BALL USAGE

PLAYER	STATISTICS AND RESULTS
 TIGER WOODS	Since switching to the Nike Ball in 2000, Tiger has 50 Official PGA TOUR victories – 12 of which are Majors.
 TREVOR IMMELMAN	Trevor switched to the Nike Ball in 2001. Since switching, Trevor was able to win his 1st major at this year's Masters and moved to #15 in the world.
 ANTHONY KIM	Anthony Kim put the Nike Ball in play in 2006. Using the Nike Balls, Anthony won the 2008 Wachovia Championship and is currently ranked 19th in the world.
 JUSTIN LEONARD	Justin switched to the Nike Ball in 2005. This year on the PGA TOUR Justin is ranked #2 in GIR's and #2 in proximity to the pin.

WHICH BALL IS THE RIGHT ONE FOR ME

