



Odyssey Golf Introduces High Contrast Alignment With Versa Putter

The #1 Putter in Golf Introduces Breakthrough Technology to Blade Putter and the Full Versa Lineup

CARLSBAD, Calif., Jan. 7, 2013 /PRNewswire/ -- Odyssey®, the #1 Putter in Golf®, and the brand that compiled the most putter wins across all professional tours last season, today announced the January 18 launch of the new Versa™ line of putters. Known for its innovation in the putter category, Odyssey introduces a visionary High Contrast Alignment system with Versa. Versa putters feature stark black and white contrast laterally on the putter head, which accentuates the face angle at address, through the stroke and at impact. This contrast prompts golfers to better align putts, which is critical since just one-degree off line can cause a golfer to miss a 12-foot putt. The design also promotes concentration during the putter stroke and helps maintain consistency at impact.

Alignment features are traditionally applied to mallet and progressive style putters, but with Versa's new high contrast alignment, Odyssey provides a functional alignment aide to a conventional style putter.

"We set out to design a distinctive and highly effective alignment system for a blade putter," said Austie Rollinson, Principal Designer, Odyssey Golf. "The human visual system is both sensitive to contrast and very good at complex tasks such as edge detection. We utilized both of these skills to create a very effective alignment aid that helps golfers putt more consistently, and sink more putts, too."

Additionally, the Versa line of putters debuts an improved White Hot® insert, a perennially popular insert among the world's best professional golfers. The new insert has been meticulously engineered by Odyssey for more consistent sound, feel and performance across the striking surface. A new laser milling cutting process allows Odyssey to achieve extremely tight tolerances and to better match insert shapes to the 343 gram head shapes, resulting in more consistency and better performance for golfers. (The Odyssey 2-Ball® head weighs 355 grams.) Each insert has been designed and cut specifically for each putter model.

The Versa line is offered in a variety of Tour-proven head shapes, from the Brand's progressive style and mallet putters to conventional blade style putters. The #1, #2, #7 and #9 models are available in black/white/black and white/black/white combinations. The #7 90 models are also available in both color options, but feature a front-to-back alignment visual. The 2-Ball model, Odyssey's best-selling putter of all time, is available in one color option: white/black/white. All models are available with a 33", 34" or 35" shaft, as well as a host of custom options.

The Versa line of putters from Odyssey will be available for a new product introduction retail price starting of \$169.99 (US). For more information about Versa, please visit www.odysseygolf.com/Versa. For more on all Odyssey products, please visit www.odysseygolf.com/.

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