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## PRO SHOP

### SEEMORE... putts go in the hole!

This is a product review that has been in the works for a long time. Perhaps, too long!



We spent the summer playing a number of different putters only to find ourselves consistently coming back the SeeMore m1w putter as our favorite putter. Maybe it because the m1w feels really good; from the moment you grasp it in your hands you know this is a solid putter. Once you feel the way the ball comes off of the putter, you know you are going to make more putts. This putter breeds confidence!

The m1w is an absolutely beautiful putter made from 303 stainless steel, 100% milled and made in USA to exact specifications. It features a small precision milled 6061 lightweight aluminum back cavity insert, which permits a higher MOI and expanded sweet spot. One unique feature of this putter is the slight offset near center shaft. Even though this is a new generation putter, it iuses the same basic, patented RifleScope Technology that was used by the late Payne Stewart to win the 1999 US Open at Pinehurst.

Many of you will remember that memorable win by Payne Stewart for more than just the putter he used to win the US Open. But, that victory launched SeeMore to the forefront of the putter world. The putter, technology and company enjoyed considerable on course success following the 1999 US Open. Unfortunately, the company was mismanaged and floundered for several years. It may have been a simple case of not having the right marketing plan in place.

In 2007, the SeeMore Putter Company moved operations to Franklin, TN and was re-launched by Jim Grundberg and Jason Pouliot. Their goal was to introduce a new line of milled putters with the only goal being to use the patented and proven RifleScope Technology (RST) alignment system to create the world's finest putters. We believe they have succeeded!

It wasn't long after Jim and Jason took over that they were able to gain the confidence of Zach Johnson. Zach began using the SeeMore FGP Putter, the rest is Master's history as Zach won the most prominent of the four majors. That victory, by Zach Johnson coupled with the 1999 US Open win brought SeeMore back into prominence in the industry.

The most noticeable feature of the SeeMore m1w is the red dot on the top of the club head. This distinguishes SeeMore as it is the foundation of the very simple but effective RifleScope Technology. The concept is based on covering the red dot; this is accomplished by lining up the black bottom portion of the shaft between two white lines and covering a signature red dot on the heel of the top line. With proper setup the shaft covers the red dot from your vision. If you swing properly you shouldn't see the red dot throughout your stroke. If you do see the red dot it means you need to adjust your alignment. It's simple, but it works. The RifleScope Technology really makes a difference. Putters are so much about personal preference but you need to experience SeeMore's RifleScope Technology.

Another benefit of RifleScope Technology is you don't need a ball to practice your stroke. You cover the red dot, make a smooth stroke and all you have to worrying about is putting the ball into the hole.

Every golfer wants a putter that helps make more putts leading to lower scores. The SeeMore putter provides a remarkable feel of solid contact. It allows for great control of distance taking some of the fear out of both long putts and those nervy 3 footers! Because the balls rolls so well off the face, we were confident that the ball would start





and stay on line with the proper speed.

Many years ago, a head professional suggested a good putter is the most important piece of equipment you can put in your bag. He said that he was amazed at how many golfers spend their hard earned money on the latest and greatest driver, looking for that extra 10-15 yards, with the misconception that that would lower their score. He continued by saying that when he would ask them about their putter most had a \$50 putter in their bag. We have to agree with the piece of advice. A quality putter can do more to lower scores than any other club in your bag.

Jim and Jason will tell you that it is time for you to see what SeeMore can do for your game. No matter your overall skill level, you can become a great putter. The putting green is the great equalizer. With the release of the new SeeMore mSeries putter there is now putter that can really advance all golfer's game.

The m1w retails for \$325, so it's definitely not cheap and may not fit your budget. But, it is one of the best putters on the market. And, when you combine the quality of workmanship with the patented and proven RifleScope Technology; it's a great value!

If you're ready to get serious about making more putts this is the one club that should be in your bag. Now, you may not become the next major champion but you will not be disappointed.

SeeMore offers other less expensive models (starting at \$150 MSRP) incorporating the same quality and RifleScope Technology. You can see learn about the company, the technology, and craftsmanship that goes into each and every putter by visiting their website [www.seemore.com](http://www.seemore.com)

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