

The Ultimate Gift for Golfers

Submitted by: Charles Claire LLP

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CHRISTMAS GIFTS FOR MEN

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Girls...Want to Improve Your Man's Performance?

Want to make him go longer than ever before?

Want to bring a huge smile to his face?

LYNX GOLF are proud to announce the arrival of their brand new Boom Boom 2 Driver with Hot 1 Technology, just in time for Christmas.

The Boom Boom 2 Driver – with its striking red-black-and-white design - is the most technologically advanced Driver in today's market, and is constructed using a mixture of mystery gasses inside the Bi-Titanium head which react, when heated with the specially-designed headcover, to produce drives that are not only the longest to be had – but the straightest, too.

The Boom Boom 2 is the first modern driver ever to use heat in its technology; the theory supporting it is that gas expands and increases internal club-head pressure, making the resulting ball-strike go significantly further than other unpressurised, unheated Drivers.

The length and straightness of a drive is of crucial importance to all golfers – because the further your first strike off the Tee is, the more likely you are to make your bogey into a par, and your par into a birdie. So if Golf is your man's game, and distance and performance concern him, then the Boom Boom 2 is the gift he will love you for.

RRP: £349.99

For further information contact Lynx UK's Managing Partners Stephen Elford, on 07795 844905 or Stephanie Zinser on 01932 867699 golf (<http://www.lynxgolf.co.uk>) stephanie@lynxgolf.co.uk

NOTES FOR EDITORS:

Independent testing has demonstrated the veracity of these claims – and the Boom Boom 2 out-drives the following most popular clubs:

TaylorMade Rocketball Z 10.5 degree by over 15 yards

Callaway RAZR FIT 10.5 degree by over 9 yards

Ping G15 9 degree by over 20 yards

Nike VR 9 degree by over 10 yards

The Boom Boom 2 also has one of the lowest dispersion rates – 3.3 – indicating that it hits incredibly straight.

Lynx, a golf brand always known as famous for its innovation and technology, was one of the first to

bring metal-headed woods to market and was famously behind the Major-winning successes of Fred Couples in 1992 and Ernie Els in 1994. After a period in the shadows, Lynx has returned to the UK and has pounced back stronger than ever with new and striking ranges of clubs beautifully designed for both men and ladies.

www.lynxgolf.co.uk "Lynx Golf UK" on Facebook #LynxGolfUK and #ubiquitouswoman

The R&A has ruled that it does conform to the Rules of Golf in the 9 and 10.5 degree lofts.

Story embargoed until 24th October 2012 Photography, quotes and other information available Give-away product for reader competition available subject to negotiation