



Company Overview



- Started on the PGA Tour in the Mid 80's and later incorporated in Monterey County, CA in 2000, FEEL is a leading, innovative manufacturer and distributor of high performance golf products
- Only one of a few golf manufacturers today that assemble their golf products in the U.S. for better quality control, and reportedly the only golf company whose products are designed, built and backed by PGA members
- Producer of the revolutionary reverse taper Full Release™ grip, the first significant innovation to golf grips since the game's inception and independently tested and validated to immediately increase distance and accuracy over traditional taper grips¹
- FEEL grips named the "Top Discovery" at the International PGA Show
- FEEL also manufactures and distributes award winning wedges, as well as high performance drivers, irons and putters for highly discriminating amateurs and Tour players



- In early 2009 became a fully reporting, publicly traded company on the Over-the-Counter Bulletin Board (OTC BB) under the ticker symbol "FEEL"

¹Source: PGA Tour Partners

Investment Highlights



✓ **Evolutionary Product**

Poised to be the “**Next Generation** Golf Product” successor to metal woods, graphite shafts and soft spikes. **The golf grip is the most important part and the only connection you have to the club.**

✓ **Limited Immediate Competition**

FEEL dwarfs only other established reverse taper grip manufacturer, and FEEL’s high performance grips designs are **multiple patent protected**

✓ **Substantial Opportunity**

Golf club grip market alone is approximately **\$500M¹** (M=Million); Each 1% market share conversion (driven by demonstrably better performance) becomes significantly material

✓ **Established Distribution Network**

Active sales channels through major retailers: Golfsmith, Edwin Watts, PGA Superstores and others

✓ **Iconic Leadership**

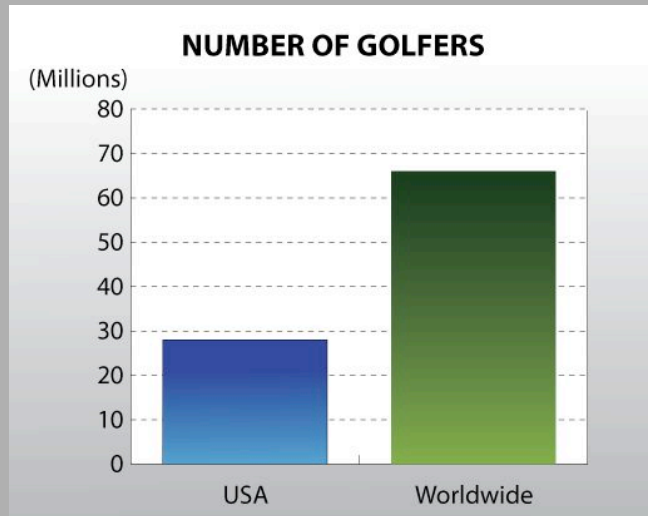
Chairman and CEO Dr. Lee Miller (AKA: “Dr. Feel”) is a PGA Member and has fitted clubs for Gary Player, Arnold Palmer, Jack Nicklaus, Chi Chi Rodriguez and many other PGA and LPGA players

✓ **Strong EBITDA Growth Potential**

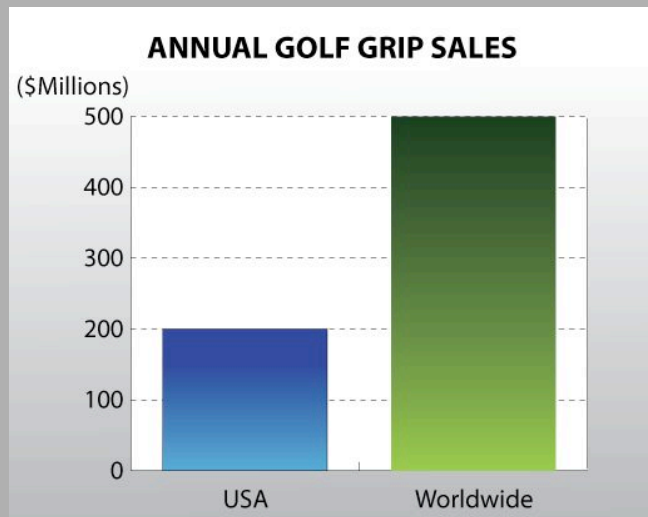
With capital raise goals achieved and first acquisition completed, **53% anticipated CAGR**

¹Source: Lamkin, Winn Grips

Market Opportunity



Source: National Golf Foundation



Source: Lamkin, Winn Grips

Next Generation products have produced **Dramatic Industry Growth:**

- 1970 – Metal Woods
- 1991 – Face Balanced Putters
- 1993 – Graphite shafts
- 1999 – Oversized Drivers
- 2000 – Plastic (Soft) Spikes
- 2002 – Hybrid Clubs

And Next in Line:

2009/2010 – Reverse Taper Performance Golf Grips

Feel Golf grips ranks #1 in market share for reverse taper golf grips, well ahead of the nearest competitor

Current Product Lineup

Full Release Grip™



**USGA and R&A Conforming
(For Worldwide Professional & Amateur Tournament Competition)**

Performance Sells

Full Release Grip™



What Improvements Can you Expect?

Switching to Full Release Grips from Traditional Grips

Handicap	0 - 5	6 - 11	12 - 17	18 - 25
Increase in driver swing speed	+ 3 MPH	+ 4.5 MPH	+ 6 MPH	+ 8 MPH
Increase in yardage on drives	+ 7 YRDS	+ 10 YRDS	+ 14 YRDS	+ 18 YRDS
Increase in yardage on 7-iron	+ 4 YRDS	+ 7 YRDS	+ 9 YRDS	+ 12 YRDS
Shot dispersion % reduction	6%	9%	12%	18%

Based on test golfers of various skill levels and feedback from our customers. Individual results may vary.

Winning Market Share

Full Release Grip™



**Only Reverse Taper Golf Grip
known with 2 Utility Patents**

Simplicity in Design

Reverse taper changes the shape of the traditional golf grip, making it a more ergonomic grip with *better feel*

Revolutionary in Performance

The Full Release™ Performance Grip has improved performance, giving *greater distance with more accuracy and control* over traditional taper golf grips¹

Strategic in Market Place

The grip's performance is something *all golfers* want and desire.

Simple Story to Tell

Easy for all golfers to understand and value product benefits

Solid Value Proposition

"Why spend \$500 or more for a single driver that promises greater distance, when for only \$100 you can get greater distance and accuracy from *every club* in your bag?"

(An especially strong argument when consumer cash is tight!)

¹Source: PGA Tour Partners

Accolades Received



“The greatest change to golf in the last 100 years.”

- Publinks Golf Magazine Equipment Editor

***“4 out of 5 golfers validated improved performance:
greater distance and accuracy over traditional taper golf grips.”***

- PGA Tour Partners

“Top Discovery”

- International PGA Merchandise Show

“Official Golf Grip”

- United States Schools Of Golf

*With over 60 premier resort golf courses/instructional
facilities throughout the U.S. with PGA Members on Staff*

“Finally, technology for the right end of the shaft.”

- Golfweek Magazine

Awards & Endorsements



100% Member Approval
– PGA Tour Partners (2007)



“Hot List”
– Golf Digest

Golf Digest

“Best Equipment”
– PGATour.com



“Baggy Award”
– Golf Illustrated (2007)



Wedge Category
“Best of the Best”
– RankMark (2000-2004)
–PGA Tour Partners (2007)



“Official Golf Grip”
The United States Schools of
Golf (USSOG) (2007)



Current Distribution



Feel Golf has tremendous distribution for a Company of its size ● →

And it's a *key advantage*:

1) **Marketing Perspective**

Major sales distribution channels are already established – therefore there can be an immediate & significant sales revenue ramp up with media advertising dollars

2) **Acquisition Perspective**

Targeted companies need the distribution the Company has established - to increase the sell through for their products

A blue world map graphic with the text "5 Continents 30 Countries" overlaid in white.

5 Continents 30 Countries

A collection of logos for various golf-related entities. From top left to bottom right: "tgw.com THE GOLF WAREHOUSE" (with a golf club icon), "PGA TOUR SUPERSTORE This is big™ The Golf & Tennis Superstore" (with a PGA TOUR logo), "GOLF GALAXY", "Golfsmith GOLF & TENNIS", and "EDWIN WATTS GOLF AMERICA'S GOLF CLUB" (with a golfer icon).

tgw.com
THE GOLF WAREHOUSE

PGA TOUR SUPERSTORE
This is big™
The Golf & Tennis Superstore

GOLF GALAXY

Golfsmith
GOLF & TENNIS

EDWIN WATTS GOLF
AMERICA'S GOLF CLUB

The official logo for the PGA TOUR, featuring a golfer in mid-swing and the words "PGA TOUR" in a stylized font.

PGA TOUR

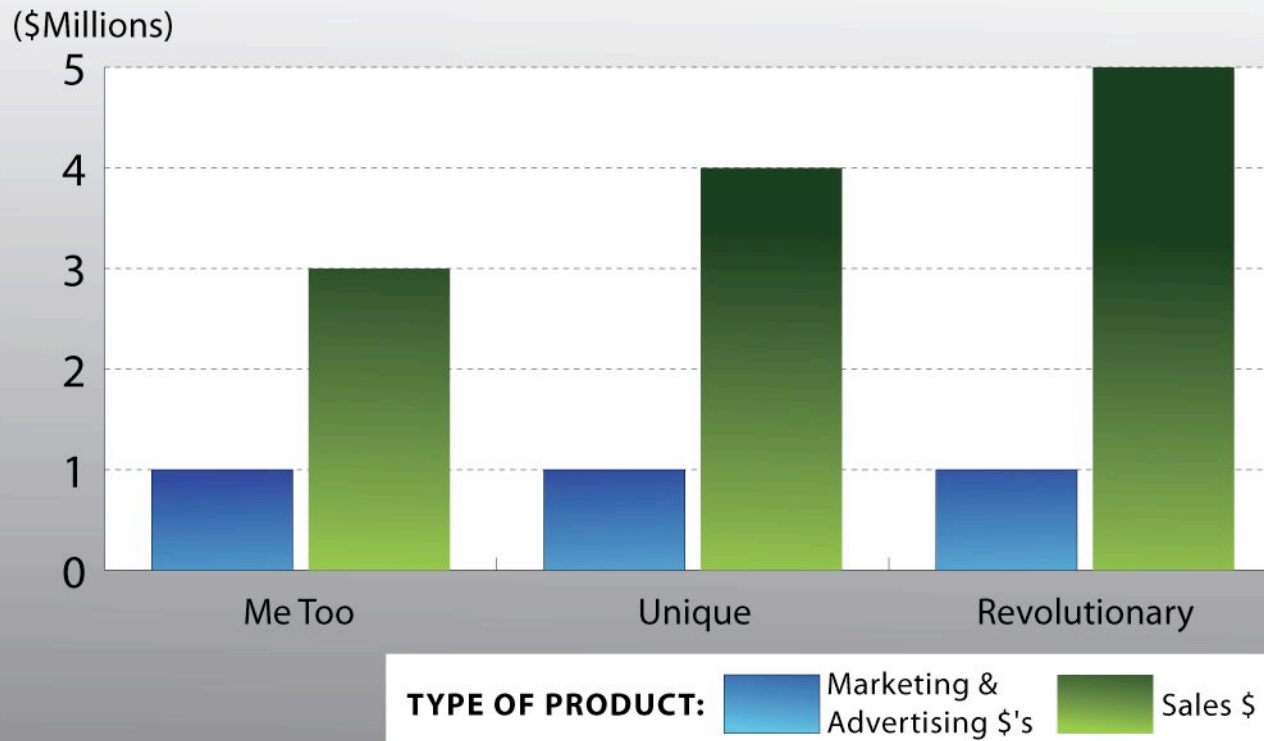
The logo for the LPGA (Ladies Professional Golf Association), featuring a stylized golfer silhouette and the text "LPGA Member".

LPGA
Member

Advertising Revenue Industry Model



**MAJOR USA GOLF RETAILERS MARKETING MODEL
WITH \$1M ANNUAL MARKETING BUDGET**



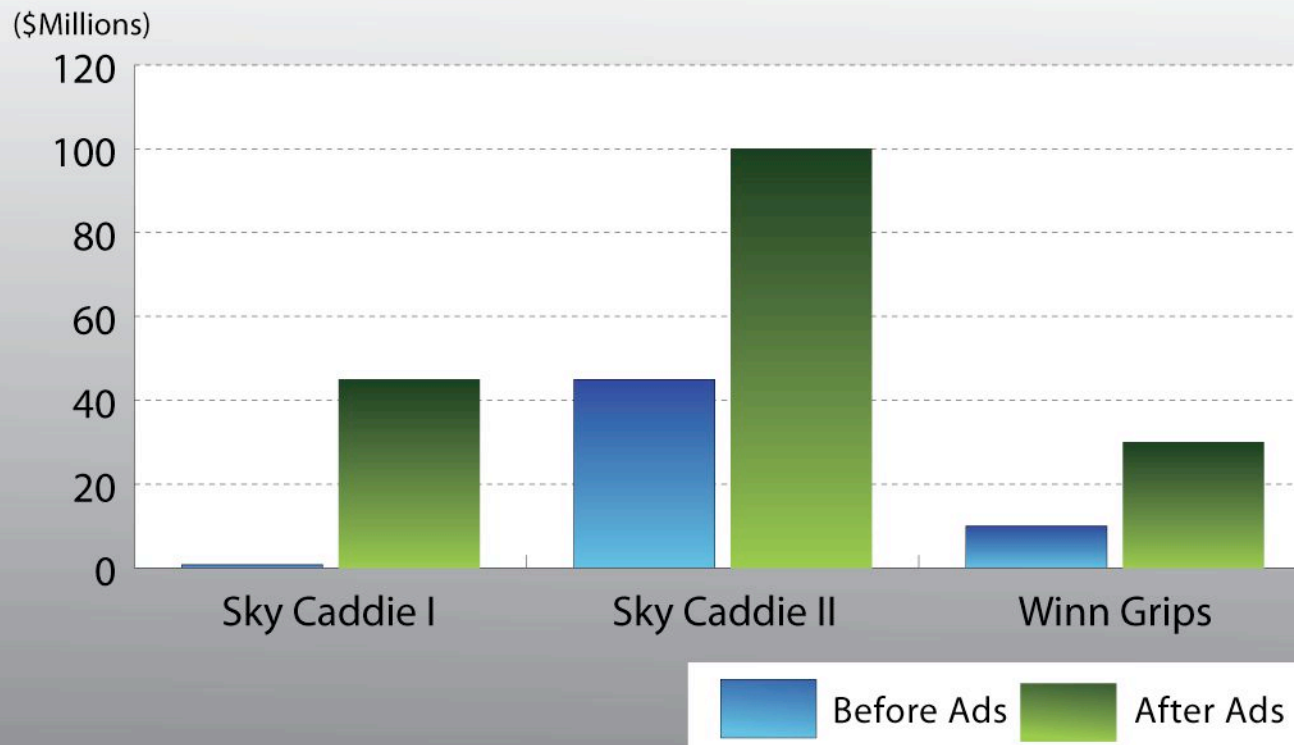
The Company's major U.S. retailers believe Feel Golf grips could generate sales of: \$4-\$5+/Advertising \$1¹

¹Sources: Golfsmith, Edwin Watts

Past Advertising Successes Other Golf Products



PAST GOLF TV INFOMERCIAL / TV AD SALES



Sky Caddie I (2005)

<\$1M total sales since inception with \$13 MM investment, then ran TV infomercial - produced **\$45M in sales**

Sky Caddie II (2007)

Second year estimate of **\$100M in sales**. Was reported to be **#1** golf infomercial in 2007

Winn Grips (2003-2007)

300% revenue growth over 5 year span that increased overall golf grip market share from **5th** to **2nd**

Sources: The Golf Agency, Script-to-Screen

Marketing Strategy

Building Critical Mass



- Marketing Plan by Legendary Marketing and updated by Feel Golf Management
- **Pending** Top 5 (2009 Golf Digest ranking) PGA Professional Teacher endorsement - golf grips
- PGA and LPGA Tour player endorsements - golf grips and wedges
- TV ad spots and infomercials on *The Golf Channel* and other sports networks nationally and regionally
- Other media – website, print and radio
- Major U.S. retailer programs including joint marketing and advertising



Management



Dr. Lee Miller, Chairman and CEO

- PGA member and former Tour player; an acknowledged expert in advanced materials in metal and composites
- Has an M&A background – has bought & sold multiple high tech companies that supplied GE, Lockheed, NASA, Chrysler, Ford, Medical, Weaponry, U.S. Department of Defense and more
- Education in Mechanical Engineering, Accounting and Corporate Law; MBA and PhD in Engineering from the University of Beverly Hills

David Otterbach, COO

- Former SVP of both Drexel Burnham Lambert and Lehman Brothers; significant M&A experience
- Accomplished career in developing and implementing value-added sales, marketing and business strategies that led to profitable client company liquidity events
- BS in Mechanical Engineering from Georgia Tech; MBA w/Honors from Texas State University

Jim Crane, CFO

- Founder of PCAOB certified firm J. Crane & Company
- Significant emerging growth public company experience, serving as CFO of two other OTC BB firms
- BS in Accountancy from Bentley University; licensed CPA

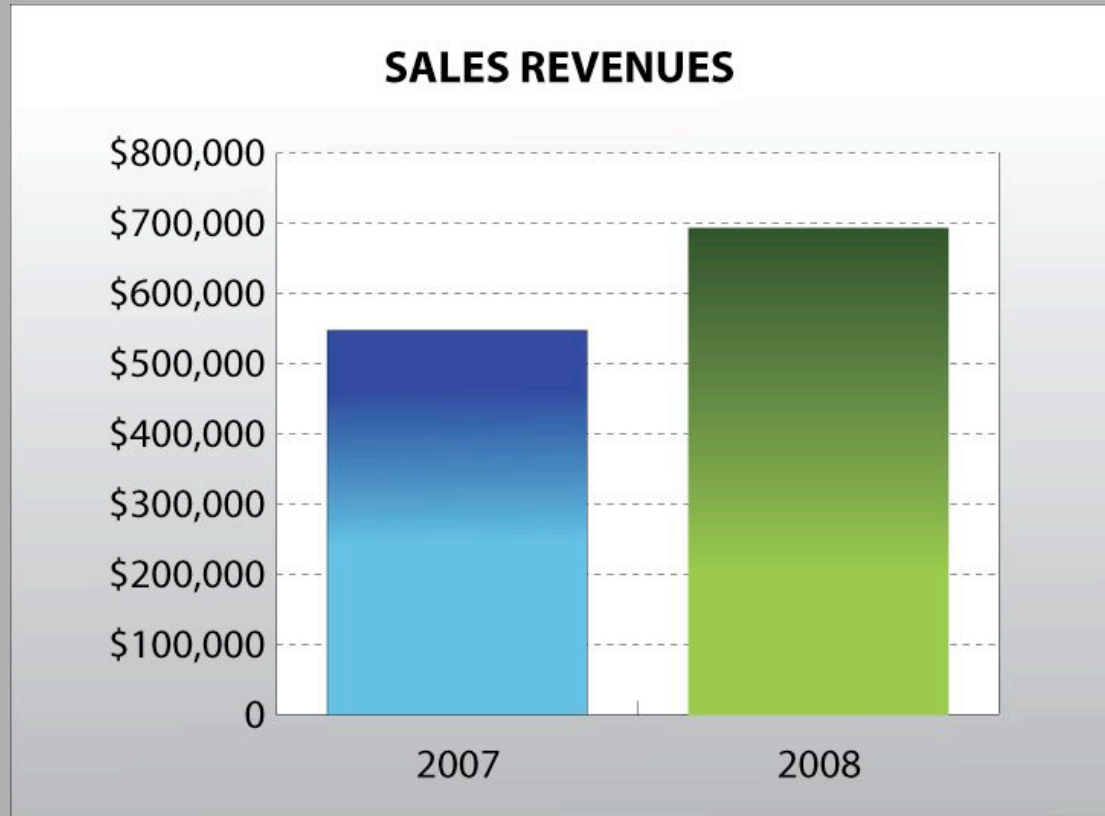
Financial Summary



With the distribution expansion of the Company's largest customer into Asia in 2009, the Company anticipates revenues to increase by ~30% over 2008 ***without*** the additional financing that it is seeking

2008 sales revenues increased by 25% over 2007

FEEL seeks additional financings to accelerate organic growth and growth through acquisition(s)



Financial Summary



Income Statement	2009E	2010E	2011E	2012E	2013E
Total Revenue	\$7.4	\$13.2	\$19.1	\$27.4	\$38.8
Gross Profit	\$4.3	\$8.0	\$11.8	\$17.5	\$25.5
Gross Profit Margin	58%	60%	62%	64%	66%
EBITDA	\$1.7	\$3.4	\$5.9	\$9.3	\$14.3
EBITDA Margin	23%	26%	31%	34%	37%
Shares Outstanding (Basic)	22.8	25.1	27.6	30.4	33.4
EBITDA per Share (Basic)	\$0.08	\$0.14	\$0.21	\$0.30	\$0.43

All numbers in millions except percentages and EBITDA per share.

Investment Paradigm



THE IDEA

Once every few years the **multi-billion dollar** global golf industry takes a quantum leap forward with a revolutionary product that redefines the sport...and achieves **millions in sales** along the way

First came metal woods, then graphite shafts and soft spikes...**and now introducing reverse taper golf grips from Feel Golf**

17.06	20.84	370	21.31	-0.84%	-0.5
20.83	21.32	126	31.66	-1.59%	+0.2
1.31	31.66	69	34.51	0.64%	+0.3
6.65	34.52	19	33.43	1.09%	+0.3
51	33.44	32	29.79	-1.55%	-0.4
13	29.82	10	21.35	-0.47%	-0.1
3					

THE INVESTMENT THESIS

- Feel Golf is the #1 manufacturer in the reverse tapered grip market, and could significantly and quickly penetrate the greater global \$500M grip market
- Only reverse grip in the world designed, built and backed by PGA members
- Established distribution network provides perfect platform for complementary acquisitions



THE CATALYSTS

- Marketing Blitz – revolutionary products in industry typically achieve 4 – 5X revenue return per advertising dollar invested
- Major Asian Expansion – recently signed distribution deal in Korea (one of world's largest golf markets) opens door to greater Asian Market
- Acquisitions – already issued 2 LOIs with complementary product line roll-ups

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Appendix A

Major U.S. Retailer Testimonial



Steve Claude, Director of Merchandising, Edwin Watts USA

"Feel Golf has fantastic golf products that with a little marketing would have great sell through in the golf world. We as major retailers like that very much, to say the least."

Today's Customers Must be Pre-Sold when entering our stores

"The problem is you have not been able to market your products due to lack of sufficient marketing capital. People need to know about Feel Golf and your outstanding products."

Customer Awareness is the Key

"Through Advertizing Media: TV spots & infomercials w/30 and 60 second Ads; plus Print, Radio and Web."

Summary

"Again, with just some marketing capital, your product is good enough to make a definite and immediate ***impact on the golf industry*** as a whole and an impact with profitability. I hope this helps in your quest for more marketing dollars to tell people the story about your great products. If I can be of any further help in this matter just let me know. Good luck!"

Appendix B

Business Solution



Problem:

90%+ of golfers have an uncontrollable slice or hook.*

Just ask what every golfer wants: **Every golfer** wants greater distance, with control.

Solution:

The Full Release™ Performance Golf Grip has a >**88%** overall customer satisfaction. These reverse taper golf grips immediately increase distance and reduce and/or eliminate golfers' wayward shots.**

Potential:

Grip market is a recurring channel = **recurring revenue stream** as golfers will re-grip their golf clubs – more often than buying new clubs.

When to re-grip a golf club?

One industry estimate is that a golfer should replace their golf grips, at a minimum, after every 30 rounds of play.

Another industry estimate is avid golfers replace their golf grips 2-4 times a year.

PGA Tour players are known to replace their golf grips after every few weeks or after every professional tournament.

Arnold Palmer was known to replace his golf grips sometimes after every round.

* PGA of America; ** PGA Tour Partners

Appendix C

PGA Show



International PGA Show
Orlando, FL

