

PRESS RELEASE – *Embargoed Until 5/3/2018*

AUTHENTIC AMERICAN IRONS COMPANY P53 REPLACES NIKE AS TENANT IN FORMER GOLF R&D “OVEN” SITE

LUXURY IRONS COMPANY TO CREATE FITTING HEADQUARTERS AT HISTORIC PRACTICE FACILITY

Fort Worth, Texas, May 3, 2018 – P53, a private, Austin-based company founded in 2012 to reclaim the lost legacy of great American irons, has leased the private practice facility that was once part of “The Oven,” Nike Golf’s historic R&D headquarters. The exclusive indoor facility and outdoor teeing area comprise over 8,000 square feet and overlook a beautiful 350-yard, two-and-a-half-acre private fairway on the outskirts of Fort Worth, Texas. Video URLs are below.

A private organization that has historically kept a very low profile, P53 has begun sharing more details as it moves from extensive R&D prototyping and into full, 100% American production capacity this year.

Renamed as P53’s Fitting Headquarters (the FHQ™), the former Nike space is being redesigned to meet the luxury company’s specifications as a relaxing and productive private setting for invitation-only demo, fitting, and social events for P53’s clients and those the company refers to as “candidates.” The company only admits candidates as clients after a process that includes multiple private demo and fitting sessions as well as a personal interview with company founder Christopher Griffin. Candidates are primarily sourced via private referral from existing clients, but requests from interested individuals via the company’s website are reviewed for possible admission as well. “I believe that the joy of playing beautiful irons well is perhaps the most sought-after, and rare, experience in all of golf,” notes Griffin, “and that is precisely what P53 enables its clients visiting the FHQ to do.”

P53’s FHQ will be a private arena where clients and candidates can take time to learn, see, and feel the results of the craft and effort invested in the creation of P53 irons. “For years,” notes Griffin, “we have lived by my founding commitment: Authentic. American. Irons.™. We have found that once candidates begin to understand the depth of that commitment and the effort behind creating truly bespoke irons, they quickly see the impact P53 irons can have not only on their performance but also on their deeper enjoyment of the game.”

Education Opens Eyes

P53’s bespoke, billet-to-blade™ irons stand alone in a category of their own creation. “Many golfers understand and appreciate the value of a bespoke product in other categories such as luxury apparel, furniture, or fine sporting arms,” notes Griffin, “and yet ‘forged’ and ‘bespoke’ are two of the most misunderstood and misused words in the golf equipment universe. At the FHQ, we can show golfers what those words really mean.”

Many of P53’s clients are single-digit index players trading in their current muscleback irons for P53’s more elegant, more powerful, more precise, and more personal (and more rare) Keyline Design™ musclebacks. Mid- and high-index candidates, however, routinely find that they strike

better (and, surprisingly, longer) shots using P53's elegant muscleback irons than they do using whatever cavity-back, hollow-body, or otherwise "game improvement" irons they had previously been convinced they needed. "If you could play a truly beautiful iron as well or better than whatever is in your bag today," notes Griffin, "why wouldn't you?" A client can order any combination of lofts for his or her "set," whether that is three "sets" of only 7, 8, and 9-irons, or sets with backup 7-irons because that is the iron he or she uses most often on the range, or different sets with different sole grinds and finishes based on different turf conditions. The company will offer a lineup of irons covering lofts from "sub-1-iron" specs to pitching wedge (or what P53 calls a "10-iron"), plus select wedges.

About P53

P53 is the only golf equipment company in the world that committed itself exclusively from day one to reclaiming the lost legacy of great, American-forged irons. Exclusively small-batch forged in the United States from American steel, P53 irons are truly bespoke products, hand-made specifically for every one of the company's clients, each of whom is admitted by invitation.

"In many ways, P53 is a private club in its own right. Clients are in effect members who share a bond around something truly special," notes founder Christopher Griffin. "For golfers satisfied with irons mass-produced overseas using foreign steel, the world is full of serviceable options at virtually every price. P53 irons, however, are for those who understand authentic value, respect the game's traditions, set a higher bar for themselves, and who genuinely want to play the best they can play."

Interested golfers can access the company's website, P53irons.com, using the password "Galloway." The company looks forward to hearing from all who genuinely want to play the best they can play.

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Video link to "Forged in America. Made for the Few" at <https://vimeo.com/251921698>

Video link to "P53: The FHQ – First Look Before Remodel" at <https://vimeo.com/264893269>

2018 Website (requires the password "Galloway"): P53irons.com

Press contact including image requests for publication: press@P53irons.com.

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