

## ***The Pill Golf signs PGA Tour Rookie of the Year, Chesson Hadley***

Nov. 26th, 2014 (Teterboro, NJ). **The Pill Golf** proudly welcomes it's first professional player, Chesson Hadley, PGA Tour Rookie of the Year 2013-14, to it's team. According to the company's President/Founder and inventor of The Pill™, Paul Nagi, "This is the perfect fit.

As a new product in the golf market, it's extremely important to find a credible personality with an undeniable talent and passion for the game. Chesson brings all of this. He has a confidence and flair that he has shown in competition and off-course appearances. " The Pill™ spent the last year searching for a player on the tour. They met with some great players, but ultimately wanted someone with a little more than the regular pro has to offer.

After a short practice session, at the 2014 Barclays, Chesson and Paul were excited and the signing process began. "As soon as I met Paul and started using The Pill™ , I saw exactly what was happening in my putting stroke. The instant feedback gave me what I needed to improve and continue through the Fedex Cup playoffs. It has become an important part of my practice routine for my short game." says Hadley.

For a player like Hadley, who is admittedly "a feel player", there are very few tools to trust. "I just love that it's instant gratification, and the fact that it's an actual golf ball." An exciting year lies ahead for both Hadley and The Pill™, one in which The Rookie of The Year plans to increase his playing and winning.



### **About the product:**

The Pill™ is the only training aid that can be played all the way to the hole from any distance.

Immediate feedback on your stroke or swing is only one of the benefits. For the first time, golfers can see all the minute details of what is happening, every time you hit the ball. From putting to chipping, bunker play to full shots; the specific feedback is there.

### **About the company:**

Following its debut at the 2013 PGA Merchandise Show, The Pill™ was featured in many prominent golf publications:

- Golf Digest "Editor's Picks of the PGA Show."
- Sports Illustrated Golf Digital
- Golf Digest Stix "Dr. Puttgood"
- Golf Monthly, the UK's largest golf publication
- Links Magazine "favourite of the show"

- My Golf Spy hailed it as the Best “Why Didn’t I Think of That?”.
- Myrtle Beach Golf News listed it as one of “Five Products That Should be on Your Radar.”
- 2nd Swing Golf Blog featured The Pill™ in its “Best Moments of 2013 PGA Merchandise Show.”

Since its product launch at The 2013 Barclays, The Pill™ has had a strong connection with the PGA Tour. Golfwrx featured photos of The Pill™ after seeing the product represented at The frys.com open and The Shriners PGA tournaments in October 2013. Some of the best short game coaches and academies have been using it since. At the 2014 Barclays, The Pill™ sold out in the merchandise tent by the second round. In 2014, the media interest has only increased and The Pill™ was featured as The Father’s Day gift for the golfer dad on NBC nationally syndicated show, The Today Show.

In Australia The Pill is sold at Drummonds, House of Golf other independent retailers and clubs throughout Australia. It is used by PGA and ALPG members and leading Amateur golfers. It has been featured in Inside Golf and a feature product review on the FOX Golf Show back in August.

The product is fantastic for any corporate events and we can pad print any logo on it.

Distributed exclusively by Distinctive Products Golf. Check out the full range and more about this truly revolutionary putting training aid.

[www.thepillgolf.com.au](http://www.thepillgolf.com.au)

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