

Press Release

For immediate release

Ben Sutton Golf School exclusive new Callaway Optifit Driver Fitting system in Sun City facility

Any golfer can now get the perfect combination of shaft/clubhead/loft

SUN CITY CENTER, FL. Ben Sutton Golf School—for 40 years the only golf destination in the U.S. that offers learning under real playing conditions—today announced any golfer, not just Ben Sutton attendees, can now get fitted for the perfect clubs using the new Callaway Optifit Driver Fitting system, new to the golf industry. The system offers 696 different combinations, and Ben Sutton's Sun City location is the only place in Hillsborough County where golfers can get fitted with it in an outdoor setting.

Using the system outside lets golfers get immediate feedback. "If you're going to invest in a driver, you want to see it in action, in the air," said Jan Kleiman, Ben Sutton Golf School professional instructor. Combining the system with direct input from the golfer—their current ball flight, their main goal, distance or control, etc.—delivers an extraordinary degree of accuracy in determining the best fit.

The system includes fifteen FT-5 Driver clubheads, six Big Bertha 460 Driver clubheads and three X460 Driver clubheads to go along with 29 shaft options from the most-respected and most sought-after shaft manufacturers in the marketplace, including Aldila®, Fujikura®, Graphite Design™, Grafalloy®, UST® and Mitsubishi Rayon. That yields 696 total driver configurations to choose from in drivers. Each shaft may be interchanged with any club head so you will have no doubt as to how a particular shaft and head will perform for your unique swing.

The new system used outdoors offers direct observation for choosing a driver. Golfers can test the ball flight by feel and by visually tracking where it's going. Instead of offering someone a choice of 3 shaft models—none of which might be just right for that golfer—now each person has multiple choices, all different models of shafts, clubheads, and lofts. The golfer can see the difference in how the ball behaves—each combination can result in a slightly different result.

Along with getting the right fit with the new system, any golfer at any level can request private one-on-one time with any of the school's PGA/LPGA professional instructors to put that equipment to best use immediately.

Any one who wishes to study privately with one of the Ben Sutton professionals can do so simply by calling

to request private lessons. “Being the first to offer this advanced system fits perfectly with our philosophy,” said Dick Sutton, president of Ben Sutton Golf School. “Our mission is to offer golfers the best equipment and the best instruction, delivered in real conditions and in real situations. Optifit is a groundbreaking system. And what could be more real than choosing your clubs out on the course where you have to use them? The combination gives golfers the real advantage of knowing they have the best-fit clubs.”

Students can request an Optifit appointment and/or schedule private one-on-one time with a Ben Sutton Golf School professional by calling 800.225.6923. Students may request times at the [Sun City Center, FL golf school](#) virtually all year by telephone or by registering ahead of time when enrolling in a regular program. Reserving ahead is strongly recommended. More information about private lessons is available at http://www.golfschool.com/schools_private.html.

About Ben Sutton Golf School

Ben Sutton Golf School was founded in 1968 to help students of all ages and abilities reach their full potential by providing them with the most qualified teaching professionals and the highest quality equipment and playing facilities. Tens of thousands of golfers from every region of the U.S. and around the world have improved their golf game by learning under the School’s real conditions. Students include royalty and dignitaries of all types—heads of states, professional athletes, top Tour players, stars of movies, music and television, well-known politicians—as well as successful entrepreneurs and Fortune 1000 corporate executives.

Ben Sutton is the only golf school in the world where golf instruction is the focus of the entire facility, not just a part of it. Male and female students of all ages and abilities “learn golf where they play golf” at the School’s own 50-acre, nine-hole, configure-as-you-like-it practice facility. Support instruction areas include a Short Game Center, a 12,000-square-foot putting and chipping green, and V-1 Digital swing analysis studios. Students and visitors alike can access the School’s Callaway Optifit. The Ben Sutton experience is distinguished from that of other golf schools because students learn in actual playing conditions and situations, hitting real shots, from real tees, fairways, rough and bunkers, over and around water to real greens. For more information on the Ben Sutton Golf School, call 800-225-6923 or visit www.golfschool.com.