

EDWIN WATTS GOLF

EST - 1968





EDWIN WATTS GOLE

Purchase in any denomination. To order by phone call 1.800.874.0146, to order online visit edwinwattsgolf.com or visit any retail store location. Store listing on page 42.

Dear VIG's.

It's with great joy that we celebrate the holidays in 2010. It has been an exceptionally exciting year for us. This year our overall store count has grown to 94 locations, which included new store openings, acquisitions and our first 12 Sears shop-in-stores; the first of their kind in the U.S market. We continue to improve the efficiency of our stores, catalog and internet operations with continued focus on improving your customer experience. Thanks to you, we celebrated our 42nd anniversary this year and look forward to many more birthdays to come.

We want to thank you again for your loyalty. We never take your business for granted and we hope that we continue to meet all of your expectations in the future.

Kind regards,



a. TITLEIST PROV1 HOLIDAY 6 ball pack #27289

DT SOLO HOLIDAY \$1599 doze 6 ball pack #27290

. 6 decorative balls in each box





ь. SKYCADDIE SGX™ \$39999 *** rangefinder #24363 See page 46 for more SkyCaddie Products!

c. COLEMAN HEATER \$10999 each portable heater #C5039-750

· Quiet, portable source of heat

· Raise cart temperature 10° - 25°

· Fits most golf cart and utility cart cup holders

· Heats without flames

· Propane not included

a. CLUBHOUSE COLLECTION TRI-FOLD WALLET wallet #12903 { Black & Brown }





Get Your Order Before Christmas! Delivery On Orders Placed Before 3pm On December 23rd • Call For Details!









Relax this Holiday and make Gift Giving easy with Zero % Financing. OMFINANCING AT RETAIL LOCATIONS ONLY. LEARN MORE ONLINE AT: www.edwinwattsgolf.com/ge.htm



To join simply visit any Retail Store, or log-on to www.edwinwattsgolf.com/loyaltee or call 1.800.874.0146 (US) 1.850.244.2066 (INT)

See our insert card for more details on the benefits of becoming a LoyalTee Member!

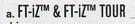
Join Our LoyalTee Rewards™ Program Today!











\$39999

Polar Weighting localizes weight at the front and back of the driver to provide stability, consistency, incredible feel and increased linear acceleration of the ball . Chemically Milled Hyperbolic Face generates Callaway's most consistently high ball speeds ever - Aerodynamic Body Design reduces drag for higher impact speeds and produces Callaway's most efficient high inertia clubhead ever · Fusion® Technology exploits extreme weight placement for the optimal combination of performance, feel and looks . Aldila VooDoo shafts are engineered as the ideal complement to the FT-iZ drivers

FT-iZ #24115 {9°, 10°, 11° & 13° } RH Sr { 10° & 11° } LH

Women's #24116 { 11° & 13° } W

FT-iZ Tour #24117 { 8.5', 9.5' & 10.5' } RH { 9.5' } LH

ь. FT-iZTM

WAS \$29999 each

fairway wood #24123

Polar Weighting localizes weight at the front and back of the fairway wood to provide stability, consistency, incredible feel and increased linear acceleration of the ball . Aerodynamic Body Design reduces drag for higher impact speeds and produces Callaway's most efficient high inertia clubhead ever . Ultra-Thin VFT Technology creates higher ball speeds across the entire face, meaning hotter distance with more consistency . Fusion Technology combines a carbon composite crown with a stainless steel face and body to maximize perimeter weighting to increase stability for longer, straighter shots

{3+, 3, 5, 7 & 9} RH Sr {3, 5 & 7} LH Women's #24124 { 3, 5, 7 & 9 } W

c. FT-iZ™

hybrid #24126

\$39999 each

Fusion® Technology combines a stainless steel body and sole with metal injection molded high-density weights to produce high, strong trajectories

Larger, high MOI clubhead creates greater stability at impact, increasing accuracy

VFT® Technology creates high ball speeds for hot, consistent distance

hosel assists in squaring the clubface at impact { 2H, 3H, 4H & 5H } RH Sr { 3H & 4H } LH Women's #24127 { 3H, 4H, 5H & 6H } W

d. FT TOUR™ driver #24120

Chemically milled hyperbolic face generates Callaway's most consistently high ball speeds ever . Tour-inspired club shape incorporates a deep face with a full-length tour hosel, an open face angle and less face progression . External Web Weighting helps precisely position the CG for long, penetrating ball flights . Fusion® Technology exploits extreme weight placement for the optimal combination of accuracy, workability and feel - Aldila VooDoo SVS6 is ideal complement to the FT Tour Driver

{ 8.5°, 9.5° & 10.5° } RH { 9.5° } LH



rallaway

a. DIABLO EDGE

irons #23843

A lower, deeper CG makes the sweet spot more accessible at lower impact locations for longer, more consistent distance and improved accuracy - Callaway core technologies include VFT®, S2H2®, a 360-Degree Undercut Channel and Modified Tru-Bore®, maximizing distance, feel and playability

{3-PW, AW, SW & LW } RH LH Sr Women's #23844 {4-PW, AW, SW & LW } W

3-PW or 4-PW, SW \$599.99 [stl] \$799.99 [gra] 4-PW \$524.99 [stl] \$699.99 [gra] \$74.99 [stl] \$99.99 [gra] Each Iron

Get the free app for your phone at gettag.mobi and see how a lower, more accessible sweet spot is engineered for distance and accuracy.





b. DIABLO EDGE COMBO SET irons #23850

 Hybrids can replace long irons where golfers begin to struggle in their set, allowing for more distance and forgiveness

{3H, 4H, 5H & 5-PW } RH LH Sr Women's #23851 W

4H, 5H, 6-PW, AW \$699.99 [stl] \$799.99 [gra] 4H, 5H, 6-PW, SW \$699.99 [stl] \$799.99 [gra] 3H, 4H, 5-PW \$699.99 [stl] \$799.99 [gra]

c. DIABLO FORGED™ irons #24002

 Soft carbon steel body combines with a precision welded 455 Carpenter Steel face to provide incredibly soft, responsive feedback { 3-PW, AW & SW } RH Sr

3-PW \$999.99 [stl] \$1199.99 [gra] 4-PW \$874.99 [stl] \$1049.99 [gra] \$124.99 [stl] \$149.99 [gra] Each Iron

d. DIABLO EDGE™ hybrid #23999

\$15999 each

Vertical CG Optimization uses a thinner crown to lower the center of gravity and promote high, strong trajectories that fly farther and land softer . Unique sole design creates efficient impact with the face to maximize distance, consistency and accuracy ■ VFT® Technology generates high ball speeds across the face for hotter, more consistent distance

{ 3H, 4H, 5H & 6H } RH Sr {3H,4H & 5H } LH

e. DIABLO EDGE™ TOUR hybrid #24001

{ 2H, 3H & 4H } RH { 3H } LH

(Jaway //away \$15999 each

WATTS PICK TO HIT

High-MOI hybrid feature a deep center of gravity

Call 1.800.874.0146 = Over 90 Retail Locations = edwinwattsgolf.com



a. X-24 HOT™ irons #25280

The longest most accurate X-Series iron ever • VFT® Face Technology generates faster balls speeds for maximum distance, even on off-center hits Precision Notch Weighting promotes pinpoint accuracy and control with an optimal CG position for strong trajectories . Stealth PVD Finish produces a distinctive, non-glare look = Callaway core technologies include S2H2®, a 360-Degree Undercut Channel and Modified Tru-Bore® for total performance and enhanced feel {4-PW, AW & SW } RH

4-PW. SW \$899.99 [gra] \$699.99 [stl] Each Iron \$99.99 [stl] \$112.99 [gra]

ь. X-22^{тм} irons #21623

The #1 selling iron in 2009 . Core technologies include VFT®, S2H2® and 360-Degree Undercut Channel . Precision Notch Weighting raises MOI while maintaining optimal CG position . Modified Tru-Bore dampens vibration for enhanced feel and performance { 3 iron, 4-PW, AW, SW & LW }RH LH Sr W

4-PW or 5-SW \$524.99 [stl] \$699.99 [gra] 3-PW or 4-PW & SW \$599.99 [stl] \$799.99 [gra] Each Iron \$74.99 [stl] \$99.99 [gra] 4-PW, SW (women's) \$499.99 [gra]

c. X-22[™] TOUR irons #22051

Tour inspired version of the #1 selling iron in golf . Precision Notch Weighting creates a higher MOI for more stability . Redesigned hosel is sleeker to significantly improve feel and adjustability { 3 iron & 4-PW } RH LH

4-PW \$612.99 [stl] 3-PW \$699.99 [stl] Each Iron \$89.99 [stl]



d. X SERIES JAWSTM STEEL \$ 11999 each wedges

Mack Daddy® Grooves are aggressively-sized at the maximum conforming depth and width for maximum shot-stopping spin and control . C-Grind Sole relieves the heel, toe and trailing edge, resulting in a 'C' shape that improves turf interaction and provides versatility for shot-making . Forged 1020 carbon steel construction provides soft feel and better feedback around the green Vintage #23634 & Chrome #23633 {52', 56', 58', 60' & 64' } RH LH

e. UPRO

golf gps #20872

WAS \$39999 each

The only golf GPS with actual aerial imagery that clearly shows the layout of each hole from the air with precise distance . Shows the ideal view of the hole for your next shot based on your current location · AnyPoint" technology takes the best of both GPS and Laser rangefinders,

this feature in ProMode * allows you to measure to and from any point on the golf course . More than 20,000 courses available for download

*ProMode requires a per-course fee

f. uPRO GO golf gps #23628

Preloaded with every course in our U.S. and Canada database

■ In GoMode*, Virtual Green View uses a proprietary imagery process that shows the green and its surrounding area in vivid detail . AnyPoint allows you to measure to any location on or around the green complex

Green View gives you distances to the center, front and back of the green

*requires a one time activation fee





WHITE ICE

WHITE ICE PROGRESSIVE_

\$17999 each

a. Sabertooth #23591, Sabertooth 2 #24099

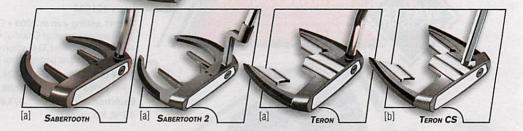
& Teron #24100 { 33", 34" & 35" } RH LH

b. Teron CS #24101 & Mini T #24102 { 33", 34" & 35" } RH

[b] Mını T

White Ice Progressive

Odyssey's White Ice Progressive line of putters features radical shapes with high MOI for better stability and porgiveness. The extreme perimeter weighting creates stability through the strike and at impact for the straightest, truest putts possible.



MHITE ICE

White Ice Core

THE WHITE ICE CORE MULTI-LAYER INSERT HAS BEEN FINE-TUNED TO ENHANCE SOUND, RESPONSIVENESS, RESILIENCY AND CONSISTENCY. THE INNER CORE IS 19.6% FIRMER TO ENHANCE THE FEEL AND 92% STIFFER FOR BETTER RESILIENCY, LEADING TO CONSISTENT DISTANCE CONTROL. DEVELOPED AFTER EXTENSIVE FEEDBACK FROM PLAYERS ON TOUR, THE WHITE ICE PUTTERS COMBINE TOUR TRUSTED SHAPES WITH A NEW LOOK AND BETTER FEEL.

WHITE ICE CORE_

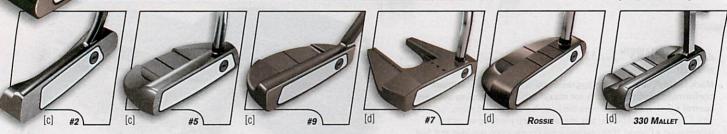
\$12999 each

putters

c. #1 #23587, #2 #24096, #5 #24097 & #9 #23589 { 33", 34" & 35" } RH LH

d. #7 #23588, Rossie #23590 &

330 Mallet #24098 { 33", 34" & 35" } RH



WHITE ICE



\$17999 each

putters

e. 2-Ball #24088 & NEW 2-Ball Lined #26775 { 33", 34" & 35" } RH LH

f. 2-Ball V-line #24089, 2-Ball CS #24090, 2-Ball Blade #24092 & NEW 2-Ball Blade Lined #26776 { 33", 34" & 35" } RH ODYSSEY'S 2-BALL LINE OF ALIGNMENT PUTTERS ALLOWS GOLFERS TO MORE EASILY LINE UP THEIR PUTTS ON THE INTENDED TARGET LINE FOR A HIGHER LEVEL OF ACCURACY.

White Ice 2-Ball

WHITE ICE 2-BALL

\$18999 each

putters

g. 2-Ball Mid #24094 { 43" } RH

h. 2-Ball Long #24095 { 48" & 50" } RH















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