



For Immediate Release

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Birdieball opens retail store

Golden, CO--On April 15th, 2003, the birdieball store opened at the Colorado Mills shopping center. The store features the birdieball plus a variety of accessories for the golf enthusiast.

The birdieball is a practice golf ball invented by John Breaker. Says founder and president Breaker, "Its unconventional shape, like a napkin ring, will certainly make you stop and take notice, but not until you hit one can you appreciate how real it feels." It flies about 40 yards (the distance from home plate to second base) which makes it perfect for hitting at a park or in the backyard.

"We opened a store, so people could come in and hit the ball and see why we are so excited about this product," says Breaker.

His partner, Paul Olson is focused on selling the birdieball nationwide to golf retailers, pro shops and teaching facilities. "the store gives us some

exposure and gives us instant feedback on the most effective ways to market and merchandise birdieballs.”

Birdieballs are sold separately or in a variety of packages and are available at the Birdieball store, or on-line at www.birdieball.com.

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