



For Immediate Release

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How does Birdieball work?

Golden, CO--The Birdieball is a limited flight practice golf ball that feels and flies like a real golf ball. It spins exactly like a golf ball and that's why it flies like one but for a shorter distance. The reverse spin around the Birdieball's center of gravity created with the loft of the club (the larger the loft, the higher the spin rate) is similar to a golf ball.

"The BirdieBall has a remarkably satisfying ball flight", says John Breaker, founder and president. "It flies just far enough to show ball flight but short enough that you can hit them and retrieve them with minimal effort."

Further, because the BirdieBall has golf ball like reverse spin and two flat sides thus, they do not have forward roll when they land, in fact they back up on most surfaces. BirdieBalls fly about 40 yards on average.

When a golf ball "fades" (goes slightly right during its flight) or "slices" (goes far right during its flight) its axis is tilted for a right-handed golfer, from left to right. When it "draws" (goes slightly left during its flight) or "hooks" (goes

far left during its flight), its axis is tilted for a right-handed golfer, from right to left. The Birdieball exhibits the same axis tilt and gives the hitter an opportunity to practice hitting a draw or fade.

The non-dimpled surface as well as the straight sides resists flight. The radius on the leading edge and the aerodynamic hole through the center encourages flight and lift. The oscillation between the two as it rotates from air brake to airfoil makes the turbine sound. The lifting aspects help it hang in the air; the braking aspects reduce the distance it travels. The combination of the two makes it a short flight, long hang-time device. For more information please visit the Birdieball website at www.birdieball.com or contact John Breaker.

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