



# HOW IT WORKS

The Putting Alley® stroke isolator is an easy-to-use putt practice tool that eliminates all variables except those that effect putt direction -- club face angle and swing path -- by using a raised, precision putting surface, 27 inches long, as the "putting alley". As the golfer puts, s/he receives **active feedback** on each stroke, and can determine his directional putting error by seeing where the ball falls off the alley. The Putting Alley® has a built in ball loading slot, so the golfer doesn't have to bend over each time to set the ball. With a simple push of the putter, the ball sets at the same location each time, and conveniently returns after each putt to establish a good putting rhythm.

Regular use will train a swing that narrows the angle the ball leaves the putter, resulting in more hole outs. The dual sided device has a 1" and 1/2" alley which provides two levels of precision. Ultimately, a golfer can build a stroke that is six times more precise than necessary to make a 3 foot putt, and enough to make a straight level 20 foot putt. Used by tour and teaching professionals. Available in three different wood finishes.

Size: 35in x 4.75in

Weight: 3 lbs (including alley)

Angle of Incline: 0.5 degrees (approx)

Elegantly designed for home or office, the Tour Edition Putting Alley® device is made of solid wood with a precision milled aluminum insert that can be flipped for different precision levels.

Customize your Putting Alley® with your company or club logo and enjoy merchandising opportunities beyond having the world's best putt training aid. Small minimums apply. (Logos are examples only)

## MERCHANDISING OPPORTUNITIES



OUTSIDE THE LEATHER  
PUTTING ALLEY  
11 ORCHARD ROAD  
SUITE 102  
LAKE FOREST, CA 92630

PHONE: 877-636-1698  
FAX: 949-716-7893  
[INFO@PUTTINGALLEY.COM](mailto:INFO@PUTTINGALLEY.COM)

PATENT PENDING  
PUTTING ALLEY IS A REGISTERED TRADEMARK OF  
OUTSIDE THE LEATHER, LLC  
PAMR-2012-1



[WWW.PUTTINGALLEY.COM](http://WWW.PUTTINGALLEY.COM)

Tour Edition  
**PUTTING**  
Alley®  
PUTTING STROKE ISOLATOR





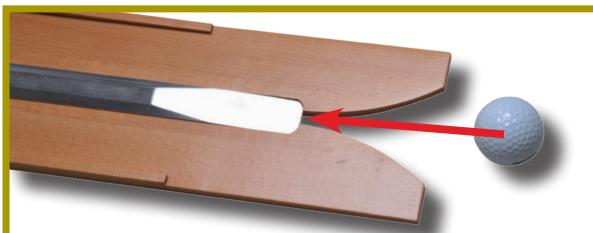
1 To choose which side to use, simply flip the aluminum alley, and rotate it so that the inclined end is placed into the device towards the starting end with the slot (right side of the picture below).



2 The Tour Edition Putting Alley® has 1" and 1/2" alleys (shown below), one on each side, to provide different levels of putt precision.



3 To begin using the Putting Alley®, place a ball outside the front end of the device, and, using your putter and without bending over, push the ball through the slot until it falls onto the top of the Alley. It is now on the putting plane and ready for a putt.



4 Then make a putt, trying to keep the ball on the Alley all the way to the hole.



5 If the ball falls off left, the clubface is closed (for a right hand golfer), or the putt was pulled.



6 If the ball falls off right, the clubface is open or the putt was pushed.



7 The Putting Alley is slightly inclined so every putt, whether it's made or missed, will come back to the front of the device for a quick reload. This allows a golfer to get into a nice routine during a practice session.



8 The Putting Alley® will help you build a stroke that is online every time using these key features:

1. *Provides a precise, consistent surface to practice your stroke*
2. *Includes a built in level to assure a straight putt*
3. *Allows easy recognition of directional putting errors (face angle, swing path, impact point)*
4. *Beautiful hardwood construction for any home or office decor*
5. *Unique reversible design with two different precision levels*
6. *Easy ball loading to a consistent location without bending over*
7. *Easy to use—high reps in short time for building muscle memory*

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**PUTTING**  
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