

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 putts, 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.

Size: 35in x 4.75in
Weight: 2.1 lbs
Angle of Incline: 0.5 degrees (approx)

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

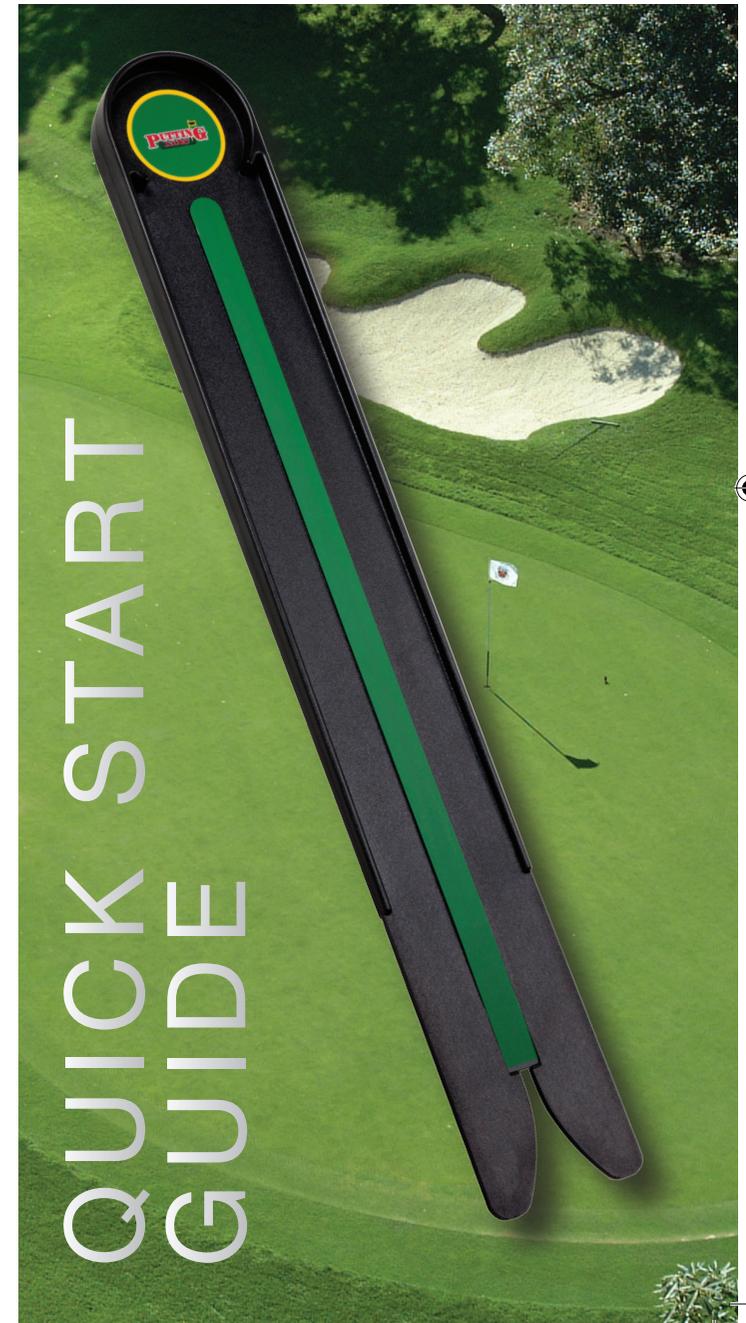
PATENT PENDING
PUTTING ALLEY IS A REGISTERED TRADEMARK OF
OUTSIDE THE LEATHER, LLC
PAMR-2012-1



WWW.PUTTINGALLEY.COM

ORIGINAL PUTTING Alley®

PUTTING STROKE ISOLATOR



QUICK START GUIDE



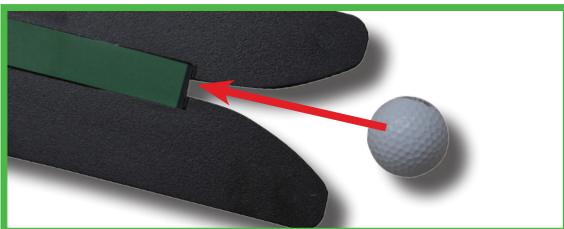
1 Place the Putting Alley® on a flat surface, and make sure it is level from side to side to insure you are making a straight up-the-incline putt.



2 The Putting Alley® has 1" and 1/2" alleys (shown in green below), one on each side, to provide different levels of putt precision. Simply flip the device over to use the alley of choice.



3 To begin using the Putting Alley®, place a ball outside the front end of the device, and using your putter, 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.



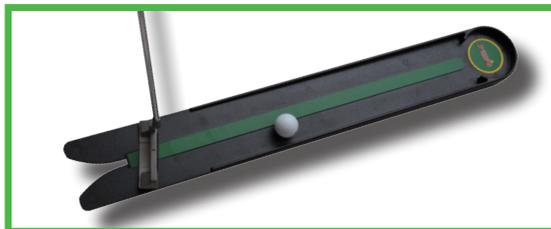
4 Then make a putt, trying to keep the ball on the Alley all the way to the hole.



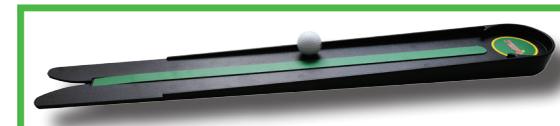
5 If the ball falls off left, the clubface is closed (for a right hand golfer), or the putt was pulled.



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. Allows easy recognition of directional putting errors (face angle, swing path, impact point)
3. Great for travel. Use indoors or outdoors on the putting green
4. Unique reversible design with two different precision levels
5. Easy ball loading to a consistent location without bending over
6. Easy to use—high reps in short time for building muscle memory
7. Perfect for TV watching or before a round of golf

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