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FOR IMMEDIATE RELEASE

Gotta-Grip® To Launch To ASI Market

Gotta-Grip LLLP Partner Westy Foss announced today the planned launch on October 5th of **Gotta-Grip®**, the Company's unique new grip enhancing product.

Cary, IL. (Wednesday October 5, 2005) Foss, the inventor of Gotta-Grip also coined the phrase 'get that new grip feel...in 3 seconds'. "Our patented product conforms to USGA Rules of Golf, Foss said, and is especially effective when playing under difficult conditions such as rain, or hot humid weather." He also commented on its effectiveness on old or worn grips. "Our product is not intended to be a substitute for re-gripping" he stated, "but it really can deliver a new grip feel to old and worn grips".

The product's initial launch will be focused on the golf segment of the Advertising Specialty Industry (ASI) through Legend Marketing Group and to their base of over 4,000 distributors. Foss explains, "Gotta-Grip is ideally suited to the promotional products segment since it can be personalized for orders as small as 48, is truly new and unique, and best of all really works". Foss added. "This is an ideal product for promotional use by Fortune 1000 type companies, but it's also one we believe will really resonate with smaller events and golfers of all skill levels because of the **confidence, control, and consistency** it can bring to the game", concluded Foss.

Gotta-Grip is being manufactured and distributed under an exclusive agreement with the Legend Marketing Group. Legend has manufacturing and distribution facilities in Orange City IA. Legend is a well-established and successful manufacturer of high quality headwear sold through out the United States. Foss explained his selection of Legend as a manufacturing and distribution partner this way, "Legend has a track record of producing high quality goods and a client base of over 4000 distributors". "Made in America was also a significant contributing factor", said Foss.

"We see a perfect fit with Gotta-Grip and our ASI distributor-base", commented Gary Eade, General Manager of Legend. "Prior to our official Gotta-Grip launch, we had the occasion to show Gotta-Grip at several large regional ASI trade shows in Chicago and California and the response by our distributors was overwhelming!. In addition to being a manufacturing organization, we're golfers and this product really works; the fact that it also lends itself to being embroidered with corporate logos dramatically enhances its value to the ASI market", Eade added.

Gotta-Grip and Legend are developing *launch schedules* for other distribution channels, retail, golf shops, and Internet, to be opened in late 2005 and early 2006. Foss also pointed out the Gotta-Grip LLLP has applied to other sports as well and has received confirmation that Gotta-Grip also conforms to International Tennis Federation Rules of Tennis. Gotta-Grip has also received a favorable review in PGA Tour Partners Magazine.

About Legend

Legend is based in Orange City, IA, and has manufacturing capabilities in the US, and China. Long-standing leaders in the headwear business, Legend Caps are sold through ad-specialty distributors, screen-printers and embroiderers, **ASI 66955 PPAI 112264**. If you have any questions, or are interested in Legend Caps and would like more information, see www.Legendmg.com

About Gotta-Grip, LLLP

Formed in 2005, Gotta-Grip, LLLP, was formed to produce and promote its lead product Gotta-Grip®, a patented, product to enhance the experience of using gripped instruments for sports such as golf, tennis and baseball. Gotta-Grip conforms to the USGA Rules of Golf an also the ITF Rules of Tennis. See their web site www.gotta-grip.com. For more information, contact press@gotta-grip.com

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