

BRIDGESTONE
G O L F

GOLF EQUIPMENT PRICE LIST
Spring 2010

bridgestonegolf.com

Model	Bridgestone Golf Description	MSRP
Golf Balls		(ea)
B10100	Tour B330	\$56.00
B10200	Tour B330-S	56.00
B10300	Tour B330-RX	56.00
B10900	e5 (2010)	38.00
B11000	e6 (2010)	38.00
B11100	e7 (2010)	38.00
B9900	TreoSoft	28.00

Golf Gloves	MSRP	
GB55_	2010 Tour Glove - LH (Regular and Cadet)	20.00
GB65_	2010 Tour Glove - RH (Regular)	20.00
G805_	New e-Glove - LH (Regular and Cadet)	15.00
G806_	New e-Glove - RH (Regular)	15.00

Golf Bags	MSRP	
P10010	2010 Tour Staff Bag (10.5") - Black/Yellow/Red	398.00
P9800	2010 Cart Bag (9.5") - Black/Yellow/Red	258.00
P9810	2010 Cart Bag (9.5") - Black/Silver	258.00
P9820	2010 Stand Bag (9") - Silver/Yellow/Red	218.00
P9830	2010 Stand Bag (9") - Black/Silver	218.00

Headwear	MSRP	
9C10W	New Tour B330 Fitted Cap - 6 pk (White 2-S/M, 4-L/XL)	\$24.00
9C10B	New Tour B330 Fitted Cap - 6 pk (Black 2-S/M, 4-L/XL)	24.00
9C10N	New Tour B330 Fitted Cap - 6 pk (Navy 2-S/M, 4-L/XL)	24.00
9C10R	New Tour B330 Fitted Cap - 6 pk (Red 2-S/M, 4-L/XL)	24.00
9B330	New B330 Cap - 6 pk (Black/White)	18.00
9330S	New B330-S Cap - 6 pk (Black/Blue/White)	18.00
9330X	New B330-RX Cap - 6 pk (Black/Red/White)	18.00
9BEC	BSG Established 1935 Caps - 6 pk (3-White, 3-Black)	18.00
9BCSJ	Stretch Jersey Caps - 6 pk (2-White, 2-Black, 2-Navy)	18.00
9BCSM	Satin Mesh Caps - 6 pk (2-Black/Grey, 2-White/Black, 2-Navy/White)	18.00
VW010	New Tour High Crown Visor - 6 pk (White)	18.00
9BV8	Tour B-mark Visors - 6 pk (2-White, 2-Black, 2-Tan)	17.00

Accessories	MSRP	
UMB8	Round Umbrella (68")	\$52.00
TWL7	Golf Towel (16"x32") 3 pk	28.00
DENB7	Den Caddy (23")	116.00

Model	Bridgestone Golf	Stock Shaft	MSRP
Drivers	Club Description		
J6AB1W_8	J38 460 Driver 8.5°	Fujikura Motore F1 65 R/S	\$449.00
J6AB1W_9	J38 460 Driver 9.5°	Fujikura Motore F1 65 R/S	449.00
J6AB1W_0	J38 460 Driver 10.5°	Fujikura Motore F1 65 R/S	449.00
Fairway Woods			MSRP
JMAB1W_3	J38 3 wood - 15°	Fujikura Motore F1 75 R/S	\$249.00
JMAB1W_5	J38 5 wood - 18°	Fujikura Motore F1 75 R/S	249.00
JMAB1W_7	J38 7 wood - 21°	Fujikura Motore F1 75 R/S	249.00
Hybrids			MSRP
JH8B1U_1	J36 Hybrid 1h-16°	Aldila VS Proto BR Hybrid 80: R/S	\$179.00
JH8B1U_2	J36 Hybrid 2h-19°	Aldila VS Proto BR Hybrid 80: R/S	179.00
JH8B1U_3	J36 Hybrid 3h-22°	Aldila VS Proto BR Hybrid 80: R/S	179.00
JH8B1U_4	J36 Hybrid 4h-25°	Aldila VS Proto BR Hybrid 80: R/S	179.00
Irons			MSRP
JCAR1I_3	J38 Cavity Back 3-iron	Project X Flighted (R-5.0/SR-5.5/S-6.0)	\$130.00
JCAR7I_	J38 Cavity Back 4-PW	Project X Flighted (R-5.0/SR-5.5/S-6.0)	899.00
JPAR1I_3	J38 Dual Pocket Cavity 3-iron	Project X Flighted (R-5.0/SR-5.5/S-6.0)	130.00
JPAR7I_	J38 Dual Pocket Cavity 4-PW	Project X Flighted (R-5.0/SR-5.5/S-6.0)	899.00
WCD Wedges			MSRP
WC7D1ISW	Satin 48°	Dynamic Gold Wedge	\$119.00
WC7D1ISP	Satin 52°	Dynamic Gold Wedge	119.00
WC7D1ISQ	Satin 54°	Dynamic Gold Wedge	119.00
WC7D1ISS	Satin 56°	Dynamic Gold Wedge	119.00
WC7D1IST	Satin 58°	Dynamic Gold Wedge	119.00
WC7D1ISL	Satin 60°	Dynamic Gold Wedge	119.00
WC8D1ISP	Liquid Copper 52°	Dynamic Gold Wedge	119.00
WC8D1ISQ	Liquid Copper 54°	Dynamic Gold Wedge	119.00
WC8D1ISS	Liquid Copper 56°	Dynamic Gold Wedge	119.00
WC8D1IST	Liquid Copper 58°	Dynamic Gold Wedge	119.00
WC8D1ISL	Liquid Copper 60°	Dynamic Gold Wedge	119.00
WC9D1ISP	Black 52°	Dynamic Gold Wedge	119.00
WC9D1ISQ	Black 54°	Dynamic Gold Wedge	119.00
WC9D1ISS	Black 56°	Dynamic Gold Wedge	119.00
WC9D1IST	Black 58°	Dynamic Gold Wedge	119.00
WC9D1ISL	Black 60°	Dynamic Gold Wedge	119.00

Bridgestone Golf Custom Club Description		Model	Flex	Upcharge (P)
Custom Driver/FW Shafts (0.335" Tip Diameter)				
Aldila		Pink NV55	L	-
		NV65	R/S/X	-
		NV75	R/S/X	-
		NV85	S/X	-
		NVS65	R/S/X	-
		NVS55	A	-
		VS Proto 65 - Driver Only	R/S/X	-
		VS Proto 85 - FW Only	R/S/X	-
Fujikura		Motore F1 65	R/S/X	-
		Motore F1 75	R/S/X	-
		Speeder 757	S/X	\$120.00
Grafalloy		ProLaunch 65	R/S/X	-
		Epic Fairway	R/S/X	\$120.00
Graphite Design		YS-Q ST 65	R/S/X	\$80.00
		YS-Q ST 75	R/S/X	\$80.00
Mitsubishi		Diamana Blue 63	R/S/X	\$300.00
UST		Pro Force V2 75	R/S/X	-
Custom Hybrid Shafts (0.370" Tip Diameter)				
Aldila		VS Proto BR	R/S/X	-
Grafalloy		Epic Hybrid	R/S/X	\$120.00
Graphite Design		YS-Q Hybrid 85	R/S/X	\$60.00
UST		V2 Hybrid	R/S/X	\$50.00
Custom Iron Shafts (0.355T" Tip Diameter)				
True Temper		Dynamic Gold	R300/S300/X100	-
		Dynamic Gold SL	R300/S300/X100	-
Precision		Rifle	5.0-7.0	-
		Project X	5.5-6.5	\$30.00
		Project X Flighted	5.0-6.5	-
Nippon		NSPRO 1050GH	R/S	-
Aldila		NV 105	R/S/X	\$33.76
Grafalloy		Pro Launch Red	R/S	\$40.00
Custom Wedge Shafts (0.355T" Tip Diameter)				
True Temper		Dynamic Gold	R300/S300/X100	-
		Dynamic Gold SL	R300/S300/X100	-
Precision		Rifle	5.0-7.0	-
		Project X	5.5-6.5	\$30.00
		Project X Flighted	5.0-6.5	-
Nippon		NSPRO 1050GH	R/S	-
Aldila		NV 105	R/S/X	\$33.76
Grafalloy		Pro Launch Red	R/S	\$40.00
Custom Grips				
Golf Pride	Model	Color	Core Size	
	Tour Velvet	Black	58R	-
	Tour Velvet Cord	Black	58R	-
	Tour Velvet Ribbed	Black	58X	-
	Tour Velvet Midsize	Black	60R	-
	New Decade Multi Compound	Black/Blue	60R	\$6.00
	New Decade Multi Compound	Black/Yellow	60R	\$6.00
Winn	Excel RF Standard	Black	60R	-
	Excel RF Midsize(+1/32")	Black	60R	-
	Excel RF Oversize(+1/8")	Black	60R	-
	Excel AVS Ladies Grip	Black/Pink	58R	-
	Pci Hybrid	Black	60R	\$6.00
Lamkin	Crossline	Black/White	58R	-
	Crossline Cord	Black/White	58R	\$6.00

Model	Precept Description	MSRP
Golf Balls		(ea)
B10600	Lady iQ Plus White	\$30.00
B10700	Lady iQ Plus Clear	30.00
B10800	Lady iQ Plus Pink	30.00
B9800	Precept Laddie X (Double Dozen)	30.00
B5910	Precept Laddie X (For logo purpose only)	21.00
B10400	Precept EV Extra Spin 15-ball pack	25.00

Ladies Clubs	MSRP
C95B9CL	Precept Lady Set 9-Piece (Driver, 3 Wood, 5 Wood, 5-6 Hybrid, 7-PW, SW)

Golf Gloves	MSRP
G705_	Precept Tour Glove - Men's LH (Regular & Cadet)
G605_	Precept Tour Glove - Men's RH (Regular Only)
G205_	Precept Grip Glove - Men's Left Hand (Regular & Cadet)
G105_	Precept Grip Glove - Men's Right Hand (Regular Only)
GLW08_	Precept Performance Series Glove - Women's White Left Hand (S, M, L)
GLWR8_	Precept Performance Series Glove - Women's White Right Hand (S, M, L)
GLP08_	Precept Performance Series Glove - Women's Pink Left Hand (S, M, L)
GLPR8_	Precept Performance Series Glove - Women's Pink Right Hand (S, M, L)
GLB08_	Precept Performance Series Glove - Women's Blue Left Hand Only (S, M, L)

Golf Bags	MSRP
PL09P	Precept Lady Cart Bag (8.5") - Black/Pink/White
PL09B	Precept Lady Cart Bag (8.5") - Black/Blue/White
PL09L	Precept Lady Cart Bag (8.5") - Navy/Lime/White
PL10P	2010 Precept Lady Cart Bag (8.5") - Pink/Black (Ships 1/1/2010)
PL10B	2010 Precept Lady Cart Bag (8.5") - Blue/Black (Ships 1/1/2010)

Headwear	MSRP
9PLMC	Precept Women's Microfiber Caps - 6 pk (2-White/Blue, 2-Black/Pink, 2-Navy/Lime)
9PLMV	Precept Women's Microfiber Visors - 6 pk (2-White/Blue, 2-Black/Pink, 2-Navy/Lime)

Accessories	MSRP
UMB7	Precept Women's Umbrella (62") Square Pink
T06P	Precept Women's Towel (16" x 20") - White / Pink (4 pk)

FREIGHT CHARGES

Less than 7dz = \$6.00 minimum charge; 7-119 dz = \$.70 per dozen charge; 120-499 dz = \$0.50 per dozen charge;
500+ dz = \$0.30 per dozen charge.

Clubs and accessories charged actual freight.

Bags 1-11 units shipped with \$15 charge each, 12 and above units charges \$12 each.

LOGO GOLF BALL PRICING (P)

Model	B330 Series	e Series	TreoSoft	Lady iQ Plus	Laddie X
Product Code	BL10100 BL10200 BL10300	BL10900 BL11000 BL11100	BL9900	BL10600 BL10700 BL10800	BL5910
WSP	\$68.00	\$42.00	\$36.00	\$34.00	\$20.00
12-23	Add \$5.00 to WSP				
24-71	Add \$4.00 to WSP				
72-143	Add \$3.00 to WSP				
144-499	Add \$2.00 to WSP				
500+	Call for Price				
Personalized* (1-11dz)	Add 63.00 to WSP				

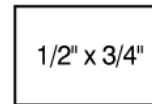
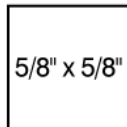
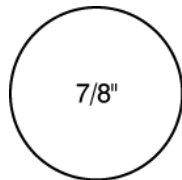
*Black, Red, Blue or Green Ink Available - For optimum legibility, not more than 17 characters are recommended. Maximum of 3 lines of text.

Comments: A \$150.00 set-up fee will be charged if camera ready artwork is not supplied.
Rush, 2nd pole or less than 24 dozen 3 to 4 color add \$5.00 per dozen
Minimum 12 dozen logo

Lead Time: **Normal:** 5-7 business days after artwork approval.
Rush: 2-4 business days after artwork approval

Shipping & Handling: 1-2 dz = \$5.00 minimum charge; 3-6 dz = \$12.00 minimum charge
7-119 dz = \$1.40 per dz; 120-499 dz = \$1.00 per dz; 500+ dz = \$0.60 per dz.

The entire image imprint, including registration or trademark symbols, must fit within one of the following areas.



Images shown are actual size

Artwork and orders can be E-mailed to: logos@bridgestonegolf.com
Orders less than 24 dozen will ship in the exact amount. Orders of 24 dozen or more will ship +/- 5% of the order quantity.

Prices are subject to change without notice.

Bridgestone Golf, Inc. reserves the right to distribute over-run logo balls.

LOGO BAG PRICING

Type of Bag: Bridgestone Golf Staff, Cart, Stand & Den Caddy; Precept Cart Bag
Location of Embroidery: Belly / Lower Pockets - Staff; Lower Pockets - Cart/Stand; Removable Panels - Den Caddy
Custom Embroidery with Logo: \$40 per application
Custom Embroidery with Name: \$30 per application for 1-2 lines; \$36 per application for 3 lines
Dimensions: Maximum 6" wide (approx.)
Set Up Fees: If digitized artwork is provided, there will be a one time fee of \$200 charged per new logo. There is not a digitizing fee for personalizations.
Additional Fees: If artwork is too small, an edit fee of \$100 may be charged. A \$40 approval fee applied to first-time artwork sew out.
Lead Time: 2-3 weeks after artwork approval.
Fonts Available:

Script

Brush Script

Block

Hobo

BRIDGESTONE GOLF

Ball Fitting

CHALLENGE

The logo features the text 'BRIDGESTONE GOLF' in a bold, italicized, sans-serif font at the top. Below it, 'Ball Fitting' is written in a larger, bold, italicized, sans-serif font with a white outline and a slight shadow effect. Underneath 'Ball Fitting', the word 'CHALLENGE' is written in a bold, italicized, sans-serif font, enclosed within a grey, downward-pointing arrow shape with a white outline.

To find out how to schedule a Ball Fitting Challenge at your facility,
please contact your local Territory Manager.

1.800.358.6319

BRIDGESTONE GOLF, INC. CONDITIONS & POLICIES

PRICE: All prices effective July 20, 2009. Price prevailing at the time of shipment will apply to all orders. Prices are subject to change without notice. Sales tax will be charged on all items unless Bridgestone Golf, Inc. (BSG) is provided with applicable certificates of exemption.

CONDITIONS: All orders are subject to approval by BSG. BSG reserves the right to require financial information from the customer. The customer shall make no setoffs against invoices for any amount claimed to be owed to the customer by BSG. BSG shall not be liable for delays or failures to make deliveries due to circumstances beyond our control including, but not limited to, delays of carriers, strikes, accidents, labor disputes or Acts of God. During any such contingency, BSG shall in good faith, endeavor to allocate delivery of products fairly among its customers, but final determination of deliveries to be made is expressly reserved to BSG, to be exercised in its sole discretion and without liability to customer or any other person. The laws of the State of Georgia shall apply to all orders placed hereunder, as well as any disputes arising out of or relating to the relationship between customer and BSG. No sales representative has the authority to amend, modify or revoke these terms and conditions.

TERMS: Multiple terms apply. Any application cash and anticipation discounts will be based upon the date payment is received by BSG. In the event of a customer's default on any payment due, BSG reserves the right to declare immediately due and payable the customer's entire balance regardless of the due date. The customer shall be liable for reasonable attorney's fees and court costs in the event of action required to collect on the customer's account.

FREIGHT: All orders will be shipped F.O.B. servicing warehouse and freight charges added to the customer's invoice, unless otherwise noted. Freight claims must be made within 30 days from date of product receipt. The freight policy applies to the 48 contiguous states. Hawaii, Alaska, and Puerto Rico are not included.

WARRANTY: All items in this price list are guaranteed to be free of defects in material and workmanship for one year from the date of original retail purchase. This warranty is in lieu of all other warranties expressed or implied, including, without limitation, any implied warranty of merchantability or fitness for a particular purpose. This warranty is null and void if the product has been altered by an outside agency other than BSG. In no event shall BSG be liable for special or consequential damages. All golf clubs that have been discontinued from the product line for one year or more shall be subject to replacement/repair solely on the availability of materials. In the case of a warranty claim for a discontinued product, proof-of-purchase must be provided to BSG, and if retail purchase was made within one year of claim, BSG will repair/replace with appropriate materials from the current product line.

RETURNS: Items may be returned only upon prior approval by BSG. No returns will be accepted without a valid return authorization number. Call our Customer Service department for a return authorization. Full credit for products returned will be allowed only for items which are new and first line.

THE BRIDGESTONE GOLF, INC. POLICY STATEMENT

It is the policy of Bridgestone Golf, Inc. (BSG) to provide consumers with the highest quality golf equipment in the marketplace and to sell those products through dealers that devote their efforts to promoting such high quality equipment. The purpose of this Policy is to affirm BSG's commitment to protecting the quality image and goodwill of the BSG brand products purchased by, and resold through the various segments of trade in the marketplace.

1. BSG will sell its products only to golf shops and retail facilities that allocate adequate floor space and inventory dollars for retail sales and service of professional golf equipment. Shops who employ members of the Professional Golfers Association or employees holding credentials with regard to knowledge, fitting and proper recommendation of golf equipment. BSG reserves the right to make exceptions, subject to approval of the Senior Director of Sales of BSG, which will allow BSG to further the purpose of this Policy Statement.

2. When an account is opened, BSG will approve or withhold approval of the retail location or locations from which its products may be sold to consumers. All new locations are subject to individual approval as a new account, and no BSG products shall be sold to consumers from any such location without written approval from BSG. Approval or lack thereof, shall be within the sole discretion of BSG.

3. BSG products sold to accounts are for retail sale only, and can be sold from locations set up and approved in writing by BSG. BSG reserves the right to refuse to deal and to refuse to deal further with any account that directly or indirectly transships product for sale by unauthorized persons, whether in the United States or abroad.

4. An account shall not in any manner misrepresent BSG or the nature of BSG's products, or act in any manner which tends to damage BSG's reputation and goodwill. BSG will not deal with any account that purchases or sells BSG products that have been altered or defaced in any way.

5. In the event of a change of location or ownership of an account previously approved by BSG, the account shall be treated as a new account, as stated above.

6. The party responsible for payment of all BSG invoices shall pay these invoices in accordance with the stated invoice terms.

7. Consistent with its policy, as described above, BSG will not sell, or will discontinue selling, its products to customers who:

- Fail to comply with all applicable federal, state, county, and local laws and ordinances regulating sales and advertising practices by retailers.
- Resell those products from locations other than those to which the goods are shipped by BSG unless authorized in writing by BSG.
- Engage in any form of deceptive advertising practices through any media, including "bait and switch" or any type of misleading advertising.

BRIDGESTONE GOLF, INC. MAP POLICY

It is the policy of Bridgestone Golf, Inc. (BSG) to provide consumers with the highest quality golf equipment in the marketplace and to sell those products through dealers that devote their efforts to promoting such high quality equipment. The purpose of this Policy is to affirm BSG's commitment to protecting the quality image and goodwill of the BSG brand products purchased by, and resold through the various segments of trade in the marketplace. BSG has unilaterally adopted the following minimum advertised price (MAP) criteria for dealers and distributors to which it will sell the products listed throughout this price list.

1. The MAP for all BSG products is listed in this pricelist for dealers and distributors. MAP pricing is established by BSG for all BSG products and may be adjusted at anytime by BSG at its sole discretion.

2. The MAP policy applies to all advertisements of BSG products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage.

3. The inclusion in advertising of free or discounted products (whether made by BSG or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.

4. The inclusion of "dollar off" or "percentage off" phrases that infer or reflect an advertised price less than the specified MAP will be in violation of this policy.

5. MAP does not establish maximum advertised prices. All dealers and distributors may offer BSG products at any price in excess of the MAP established for the product.

6. For dealers and distributors who also have an internet site, all information prior to the point of sale is considered advertising subject to this policy. The point of sale, is the level or page at which the product is placed in the virtual shopping cart or an area intended for purchase. Any information after that point is considered point of sale and is not covered by this policy.

7. Advertising of consumer promotions or special rebate offers sponsored by BSG will not be viewed as a violation of this policy.

8. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location. BSG dealers and distributors remain free to sell these products at any prices they elect.

This policy is solely BSG's decision and responsibility. It is not a contract or agreement, or an offer to form a contract or agreement. No employee or sales representative of BSG has any authority to discuss or modify this policy and any action of any person, which purports to modify this policy or to solicit or obtain the agreement of any person to that policy is unauthorized and invalid. BSG will not discuss any dealer or distributor pricing with any other dealer or distributor, and does not seek complaints or comments from any dealers or distributors in regards to pricing of other dealers or distributors of any kind. Any questions about this policy should be in writing and sent to the attention of the Director of Sales, Bridgestone Golf, Inc. 14230 Lochridge Blvd., Suite G, Covington, GA 30014, who will respond only in writing. No oral communications about this policy are authorized. BSG reserves the right to accept or refuse orders from any dealer or distributor at its sole discretion. BSG may revise, suspend, or eliminate this policy at any time. This policy will take effect July 20, 2009.

BRIDGESTONE GOLF, INC. INTERNET SALES POLICY

It is the policy of Bridgestone Golf, Inc. (BSG) to provide consumers with the highest quality golf equipment in the marketplace and to sell those products through dealers that devote their efforts to promoting such high quality equipment. The purpose of this Policy is to affirm BSG's commitment to protecting the quality image and goodwill of the BSG brand products purchased by, and resold through the various segments of trade in the marketplace. BSG has unilaterally adopted the following Internet Sales Policy criteria for dealers to which it will sell products.

1. In concurrence with BSG's business policy, BSG will sell its products only to golf shops and retail facilities that allocate adequate floor space and inventory dollars for retail sales and service of professional golf equipment.

2. Internet dealers must have a bona fide equity ownership interest in any Internet website or other electronic media through which the dealer sells BSG products to consumers.

3. Internet dealers must uphold and support the quality branding image of BSG products, images, trademarks, and logo's while ensuring up to date and accurate information throughout the website.

4. It is the responsibility of Internet dealers to distribute the products for which it sells. BSG will not fulfill drop shipments direct to consumers for Internet dealers.

5. Internet dealers who sell BSG products through websites or other electronic media with a website or domain name that differs from the dealer account name BSG has been supplied, must be approved by BSG.

6. Internet dealers are not authorized to sell brand new BSG products through any website or electronic media that is conducted by auction or through a website whose sales transactions are majority auction. For the purpose of this policy "brand new" is considered first quality product as shipped to the dealer by BSG.

7. Dealers may sell used or shop worn BSG products through their own, third party website or other electronic media, but the product must be clearly labeled as used, shop worn or in a similar way so as to infer the product is clearly not brand new.

8. BSG will unilaterally, indefinitely and immediately discontinue sales to any dealer who violates this Internet Sales Policy.

This policy is not a contract or agreement, or an offer to form a contract or agreement. No employee or sales representative of BSG has any authority to discuss or modify this policy and any action of any person, which purports to modify this policy or to solicit or obtain the agreement of any person to that policy is unauthorized and invalid. BSG reserves the right to accept or refuse orders from any dealer at its sole discretion. BSG may revise, suspend, or eliminate this policy at any time. This policy will take effect July 20, 2009.

CUSTOMER SERVICE & DISTRIBUTION CENTER

Bridgestone Golf, Inc.
15320 Industrial Park Blvd., NE
Covington, GA 30014

Continental U.S.	800.358.6319 (Toll Free)
Georgia	770.787.7400
FAX	800.896.5558 (Toll Free)