

3M Golf Glove Success Exceeds Expectations in 2004

Golfers in the Know are Experiencing an Easier Grip on Their Clubs and Driving the Ball Further

3M, the company that has launched more than 50,000 innovative products worldwide, has created what is fast becoming a golfing essential for those looking to improve their game.

Launched in 2004, the 3M golf glove with 3M Greptile grip has met with huge success by both golfers and retailers. As 3M's signature entry into the golf marketplace, it has thrived receiving overwhelmingly positive reviews from the golfing press and players at large. The 3M golf glove, made of high-quality Cabretta leather with 3M's innovative Greptile material, allows for a tighter grip on the club with minimal effort, leading to increased club head speed and control. It is one of the few golf gloves that helps improve the gripping performance in wet or humid conditions. Results may vary depending on the skill level of the golfer, but a University of Minnesota study showed an average improvement of 10.5 feet of ball flight distance, when compared to conventional golf gloves.

The key to the 3M golf glove's success and golfers' improved performance is an unusual and proprietary gripping material, called Greptile gripping material, applied to the palm of the 3M golf glove for the ultimate gripping performance. Utilizing 3M's microreplication technology, the patented Greptile material is composed of thousands of tiny gripping "fingers" - in fact, 3,000 minute fingers per square inch - to create a sturdier grip than other standard gloves on the market.

"The 3M golf glove with Greptile grip is a unique, patented innovation that improves grip on the club, even in wet conditions," says George Dierberger, marketing and international manager of 3M Sports and Leisure Products Project. "Those who have used it can attest to the positive effect it has on their game."

It's an ideal product for golfers with diminished grip strength and for amateurs who want to increase their performance on the golf course.

The 3M golf glove with Greptile grip is available in men's and women's sizes medium, medium/large, large and extra large. It is available nationally at Target, major chain stores and athletic retailers nationwide for a suggested retail price ranging from \$11.95 to \$15.95.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 67,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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