

## **Callaway Golf Performance Center opens in New England**

The Boston area site operates out of **Cyprian Keyes Golf Club in Boylston, MA**, centrally located within a one hour driving distance of six states. "Cyprian Keyes Golf Club is proud to boast New England's only Callaway Golf Authorized Performance Center," said **Terry O'Hara, Cyprian Keyes' Director of Golf**. "Our staff has been extensively trained by Callaway to provide all golfers with an extraordinary insight into their swing and equipment needs." O'Hara was recently named the 2007 Callaway Golf PGA Professional of the Year.

At the Callaway Performance Center, feel what it's like to have your swing evaluated with the same cutting edge fitting technology used on Phil Mickelson, Ernie Els and Annika Sorenstam. The patented Callaway Performance Analysis System® uses two high-speed cameras and ball-flight simulators, while a computer monitor displays an analysis of each golfer's launch conditions—ball speed, launch angle and spin rates. In addition, the system measures the path angle and the golfer's angle of attack to the ball, utilizing 3D imagery and precision software designed by Callaway Golf's world renowned Research & Development department. Everyday golfers have never had the ability to employ such high-tech equipment to improve their performance and enjoyment on the golf course. Callaway Golf's proprietary OptiFit Fitting System® technology allows golfers to test the manufacturer's equipment in a myriad of shaft and clubhead combinations quickly and efficiently. The result is a superior fitting experience designed to provide golfers of all abilities with their exact custom specifications.

To schedule an appointment, please contact **Dan Falcucci at 508.869.9900 x40** or email Dan to [dfalcucci@cypriankeyes.com](mailto:dfalcucci@cypriankeyes.com).