



- LOCATION:** DnA Golf is located in Tempe, AZ. We are just a few miles from Arizona State University and Sky Harbor International Airport.
- CORPORATE ADDRESS:** 1711 W University Dr.  
Suite 159  
Tempe, AZ 85281
- HISTORY:** DnA Golf is a subsidiary of VyaTek Sports. Vyatek has been developing high-end sports equipment for over 10 years, primarily in conjunction with leading OEM brands such as Wilson (sports racquets) and Louisville Slugger (bats). The concept for the DnA driver began in 2002 when BMW asked VyaTek to develop a driver worthy of their “Ultimate Driving Machine” tagline. Years of prototyping and testing followed, and on September 15<sup>th</sup>, 2009 Vyatek launched a new brand... DnA Golf, Inc.
- DISTRIBUTION STRATEGY:** DnA utilized a unique distribution strategy... partnering exclusively with select corporate brands and high-end green grass golf facilities. Each DNA driver is co-branded with the custom emblem/logo of each corporate partner or green grass golf course. 30% of all rounds played are “business related”. DnA has focused on this segment to help our customers spread brand awareness and visibility. We connect premium brands with our state-of-the-art, high-performance driver. This co-branded product is ideal for brand loyalty programs, promotional gifts, customer/partner/employee rewards, and dealer/distributor incentives.
- OUR MISSION:** Our mission is to build a Driver of the highest quality that is uncompromised by conventional limitations. DnA will connect our premium performance driver with select corporate partners to help “drive their brands” to new levels.
- PRODUCT OVERVIEW:** The DnA Alpha 610 Driver is the first of its kind and is a revolutionary product to the golf industry. The patented detachable face and

elastomeric insert allow DnA Golf to optimize distance and acoustics. Each DNA driver is co-branded with the custom logo of our corporate partners. The placement and integration of the emblem on the club (patents pending) is done in an appealing cost-effective manner, permitting small minimum quantity executions.

PRODUCT FEATURES:

Each DnA Driver comes complete with a Fujikura shaft and Golf Pride grip. Customers can choose their shaft flex, loft, and acoustic profile. ([see table](#)). Also included is a t-10 torque limiting wrench (for screw removal) and an embroidered ultra-leather head cover. Custom logos can be added (with sufficient quantities) to the head cover, shaft, grip, and packaging.

PRODUCT BENEFITS:

The detachable face allows DnA Golf to maximize characteristic time. Characteristic time measures how long the ball is on the clubface and reflects how much energy is transferred during impact. The USGA (and other governing bodies) have regulated a maximum of 257 micro-seconds ( $\mu$ s). Any club that tests above 257  $\mu$ s indicates that the head/face is too flexible and the club is deemed “non-conforming”. Test values under 257  $\mu$ s are acceptable.

*Simplified: A higher CT means less energy lost & more distance.*

For more information: [USGA TESTING](#)

OUR COMPETITIONS EFFORT TO CONFORM TO USGA LAWS

As a precaution against building non-conforming drivers, golf brands building conventional drivers must make certain allowances for the manufacturing related limitations inherent to their designs... Such as deviations in titanium thickness and welding variations. These precautions typically result in a driver with CT times well below 257  $\mu$ s.

DNA's SOLUTION TO MAXIMIZE DISTANCE & STILL CONFORM TO USGA LAWS

DNA Golf has eliminated these issues with the patented “tunable” DNA Technology and can therefore deliver clubs that are virtually at the 257  $\mu$ s limit... delivering the highest face-flexibility (and thus distance) allowed by the ruling bodies of golf. The detachable face permits access to the inside of the driver, and allows us to offer 3 distinct acoustic profiles.

PRICING: MSRP of \$395.00. Wholesale pricing varies by volume at \$200 - \$250

OWNERSHIP  
MANAGEMENT  
& EMPLOYEES:

DnA Golf is a wholly owned subsidiary of Vyatek Sports and shares offices, employees and its board of directors. DnA and Vyatek Sports are both managed by majority owner Howard Lindsay.

PATENTS:

#7,338,390, US issued Patent for detachable face technology and other patents pending on co-branded logo position/execution.

DNA BRAND NAME:

The detachable-face-technology is branded "DnA Technology™", which has a dual meaning. The unique construction method allowed us to create a driver with optimized **Distance & Acoustics**, two criteria critical to driver performance. DnA Technology also allows us to offer a level of customization never seen before in a driver and therefore each driver carries a unique "DNA". This includes an infinite combination of faces and elastomeric face inserts as well three distinct acoustic signatures.