

Aces & Eagles



LPGA Names Edward Willett as Vice President of Business Development

The LPGA announced that Edward Willett, a sales veteran with experience in sports and media

highlighted by nine years at ESPN, has been named Vice President of Business Development, effective today. He will work out of the LPGA's Daytona Beach Headquarters, reporting to Chief Marketing Officer Jon Podany.

"We're excited to add Ed Willett to our team given his track record of success at major brands such as ESPN, USA Today and Sports Illustrated, and his deep passion for golf," Podany said. "Ed will jump-start our sales group and help us build on the momentum that we gave going into the 2011 season."

In March 2009, Willett joined Quick Hit, Inc., which produced an online football game, as its Vice President of Sales, then joined Kaleidoscope Sports and Entertainment—an IPG, Inc. company—as Executive Vice President

of Sales early last year. At Kaleidoscope, Willett has been managing the sales force and working closely with IPG sister agencies including Octagon. The LPGA worked with TeamWork Online on the executive search for the Vice President, Business Development. The LPGA is headquartered in Daytona Beach, Florida.

Follow the LPGA on its television home, Golf Channel, and on the web via: www.LPGA.com, www.facebook.com/lpga.official, www.twitter.com/lpga, and



Miura Golf Names Industry Veteran Adam Barr Company President

Golf industry veteran Adam Barr was Monday named the new president of Miura Golf.

Katsuhiko Miura has been making the world's highest-quality forged irons, wedges and putters, plus innovative woods and hybrids, for

more than 50 years. Barr's mandate is to lead Miura Golf's global expansion using his golf industry experience, relationships, and communications expertise, as well as the business skills he developed during his career as a lawyer.

Barr, a 49-year-old native of Pittsburgh and resident of Orlando, has worked in the golf industry since 1993. He began as a freelance writer, then joined GOLFWEEK magazine,

and eventually became an on-air reporter at The Golf Channel. Prior to his golf journalism career Barr was a practicing trial lawyer in Pittsburgh and Chicago, and served as an editor of tax and legal publications (a detailed list of Barr's career accomplishments follows).

The Miura brand is marketed globally exclusively by Miura Golf Inc. More information on Miura products can be found at www.miuragolf.com.



Miura Golf Names Charlie Gerber Vice President – U.S. Distribution

Japanese golf-club manufacturer Miura Golf—which has been making the world's highest-quality

forged irons for 45 years—has named Charlie Gerber Vice President—U.S. Distribution, the company announced today.

Gerber—a graduate of Florida State University—has enjoyed a golf-industry career spanning more than 15 years that includes various sales representative and sales management positions, most of which involved restructuring and refocusing the sales forces at each company. Most recently Gerber was Sales Manager with Sundog Eyewear Midwest. His other golf industry experience includes stints at Drive Headwear LLC, Golf Coach Inc., Teardrop Golf, and as an

Independent Sales Rep for Tommy Armour Golf.

In his new job as Miura's Vice President—U.S. Distribution, Gerber will work directly with the company's 77 dealers across the country as opposed to managing a network of independent sales reps. Gerber will also be charged with adding qualified dealers in markets where Miura lacks representation.

More information on Miura products can be found at www.miuragolf.com.