

IOMIC Announces Demo Day in the Desert at the Prestigious Mission Hills Country Club, CA

Written by Australian Business

SANTA ANA, CA, November 08, 2013 **/24-7PressRelease/** -- IOMIC USA, manufacturer of innovative, revolutionary and dynamically designed grips, announced today that IOMIC will participate in a demo day that celebrates the official opening of the "Golf Season" at Mission Hills Country Club. The company is scheduled to introduce their new 2014 line of IOMIC Golf grips on Saturday, November 9, 2013 from 10:00am to 3:00pm.

"This is a great venue to introduce our new line of grips," stated Katz Murai, General Manager, IOMIC USA. "Mission Hills is one of the most active and exclusive golf clubs in the desert. Their members are astute golfers who will understand and appreciate our IOMAX technology as well as the 2014 line."

Mission Hills Country Club is located at 34-600 Mission Hills Drive, Rancho Mirage, California, 92270. For directions or more information call 760-459-7034 or visit their website at www.clubcorp.com/clubs/mission-hills-county-club

. As one of the most prestigious clubs in Coachella Valley, Mission Hills Country Club provides a private world of beauty, recreation and fun. The mountains of Coachella Valley provide a lush backdrop for 54 holes of challenging golf and the No. 1 USTA tennis facility in the nation.

"People who like our IOMIC Grips at the Mission Hills Demo Day will have an opportunity to have their clubs re-gripped onsite," added Murai.

All IOMIC grips feature the revolutionary "IOMAX" technology, a proprietary compound that provides a soft feel with control. This material provides adhesiveness, is water and friction resistant and is naturally white in color which allows for a full spectrum of color - IOMIC's signature trait.

2013 IOMIC TOUR WIN TOTALS (46):

PGA TOUR
TOUR Championship
Deutsche Bank Championship
Wyndham Championship
Memorial Tournament
Crowne Plaza Invitational
Humana Challenge
WGC Accenture Match Play

LPGA TOUR
KEB HanaBank Championship
CN Canadian Women's Open
Manulife Financial LPGA Classic
U.S. Women's Open
Walmart NW Arkansas Championship
Wegmans LPGA

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ChampionshipShopRite LPGA ClassicPure Silk-Bahamas LPGA ClassicNorth Texas LPGA
ShootoutKraft Nabisco ChampionshipHonda LPGA Thailand

CHAMPIONS TOURSenior PGA Championship

WEB.COM TOURChiquita ClassicLouisiana OpenChile Classic

LADIES EUROPEAN TOURISPS HANDA Ladies European MastersLalla Meryem CupISPS
Handa New Zealand Women's OpenISPS Australian Women's Open

Japan Golf TourFujisankei ClassicDiamond CupTsuruya OpenToken Homemate Cup

Japan LPGA TourHisako Higuchi LadiesFujitsu Ladies2013 Stanley Ladies Golf
Tournament2013 Miyagi TV Cup Dunlop Ladies Golf TournamentLPGA Championship Konica
Minolta CupNEC KaruizawaEarth Mondahmin CupResort Trust LadiesHoken no Madoguchi
LadiesStudio Alice LadiesYamaha Ladies Open KatsuragiT Point Ladies Golf TournamentAXA
Ladies Golf Tournament

ASIAN TOURZaykabar Myanmar OpenSAIL- SBI Open

LADIES ASIAN GOLF TOUR 2013 KENDA Tire LPGA Open

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IOMIC USA manufactures premium, ergonomically designed golf grips that focus on
technology. The company uses a revolutionary material called "IOMAX", which enhances grip

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feel, reduces torque and allows for a variety of color choices. The ergonomic design of IOMIC grips, combined with a super soft touch and feel, ensure maximum feedback and control for golfers. The launch of the Color Grip Series helped the company gain attention in the industry for the wide variety of colors offered. This led to the development of the Art Grip Series, the industry's first ever marbled grip. IOMIC grips are in the bags of many top professional and amateur golfers worldwide. For more information about the company please visit www.iomicusa.com