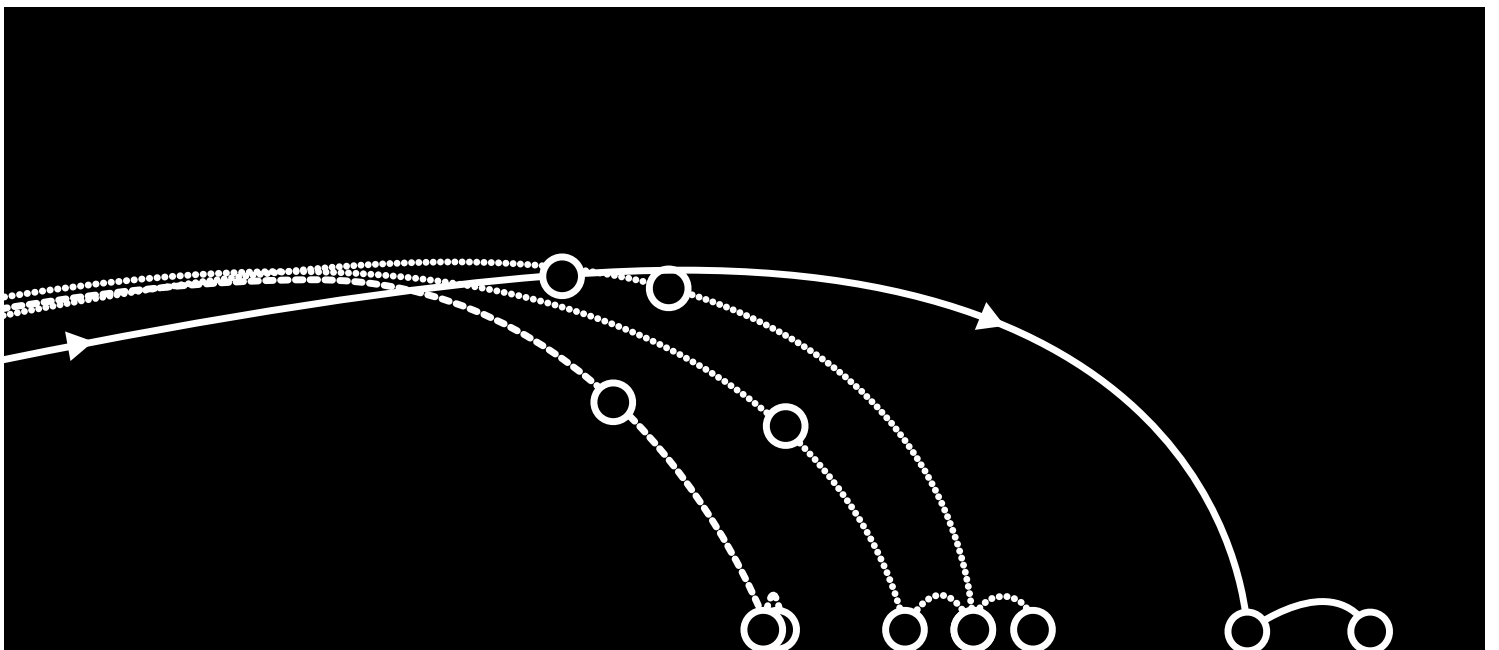




BALL TESTING

VICE GOLF BALLS
2019





BALL TESTING

VICE BALL TESTING — EXPLAINED

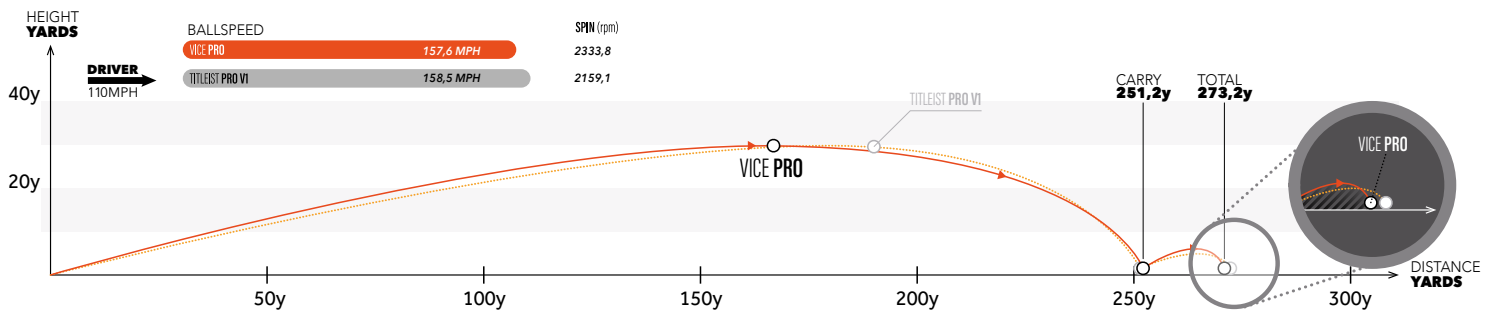
Independent ball tests conducted at SAN DIEGO Golf Laboratories Inc. in August 2019 presented the latest findings on performance of Vice Golf balls and the data supports that Vice golf balls are on par with and even outperform Titleist's "#1 ball(s) in Golf" in several categories. The outcome of these tests combined with Vice Golf's more affordable prices will surely make golfers reconsider their ball of choice with more and more making the switch.

COMPANY	VICE GOLF	Titleist
BALL MODELS	VICE PRO	TITLEIST PROV1
	VICE PRO PLUS	TITLEIST PROV1x
	VICE PRO SOFT	TITLEIST AVX

VICE PRO VS. TITLEIST PROV1

To achieve accurate results, as many elements of the testing as possible were held constant across all ball models. Programming the robot to a swing speed of 110mph (Ping Driver, 10.5°, Alta CB shaft), the Vice PRO carried 251.2yds compared to a carry distance of 250.7 for the Titleist ProV1. Ball speed between Vice PRO and Titleist ProV1 (157.6mph vs. 158.5mph) and spin rates (2333.8 vs. 2159.1) varied slightly, the Vice PRO presents a smaller average carry dispersion within the test (11.9 yds compared to 14.1 yds).

DRIVER

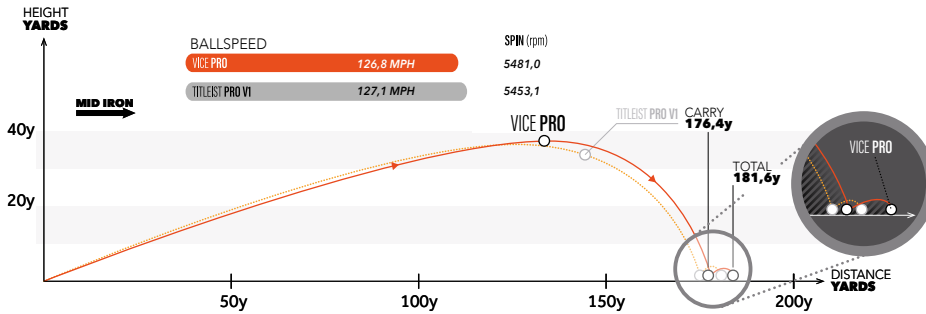




BALL TESTING

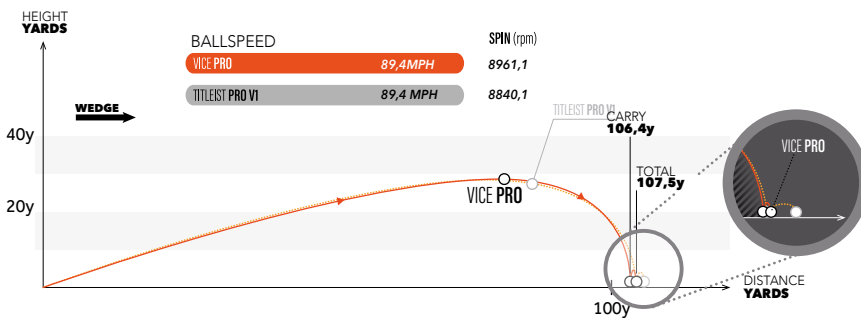
VICE PRO VS. TITLEIST PROV1

MID-IRON



Using a mid-iron (6-iron in test), the Vice PRO carried more than the Titleist ProV1 (176.4 yds vs. 174.8 yds) and spun slightly more (5481 rpm vs. 5453 rpm).

WEDGE



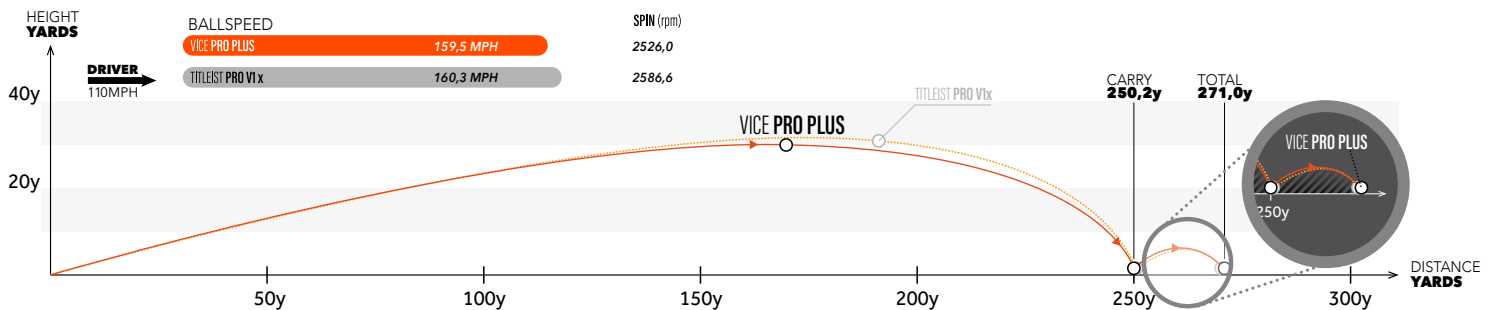
In the short game (wedge test), the Vice PRO spins more than the Titleist ProV1 (8961.1 rpm vs. 8840.1 rpm).

VICE PRO PLUS VS. TITLEIST PROV1X

Designed for high swing speeds, the Vice PRO PLUS and the Titleist ProV1X were tested at 110mph driver swing speed (Ping Driver, 10.5°, Alta CB shaft) and underlined the strong performance of the Vice PRO PLUS. Carrying 250.2 yds (compared to 251.1 Pro V1X), the Vice PRO PLUS has a greater total distance thanks to its driver spin of 2526 rpm compared to 2586 rpm with the ProV1X.

VICE PRO PLUS VS. TITLEIST PROV1X

DRIVER

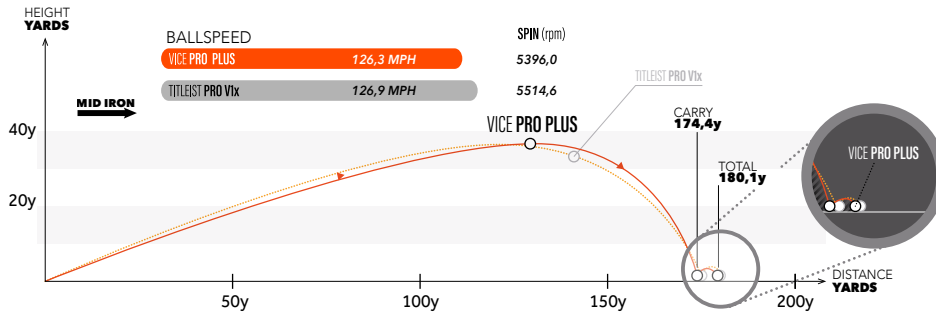




BALL TESTING

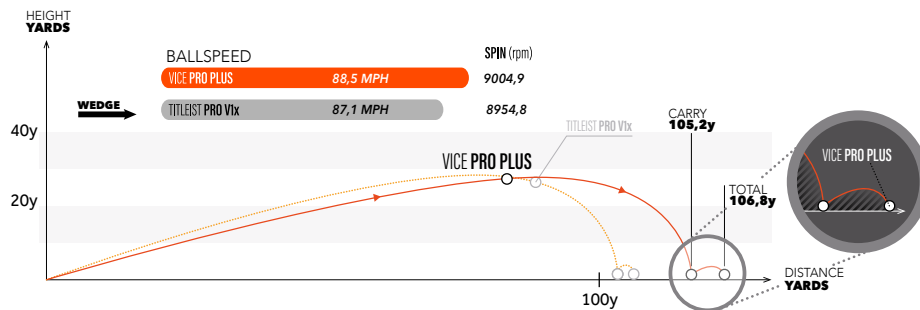
VICE PRO PLUS VS. TITLEIST PROV1x

MID-IRON



When using mid-irons, the Vice PRO PLUS and the Titleist Pro V1X are very similar (carry distance 174.4 yds vs. 174.8 yds), the Vice PRO PLUS spins less (5396 rpm vs. 5515 rpm).

WEDGE



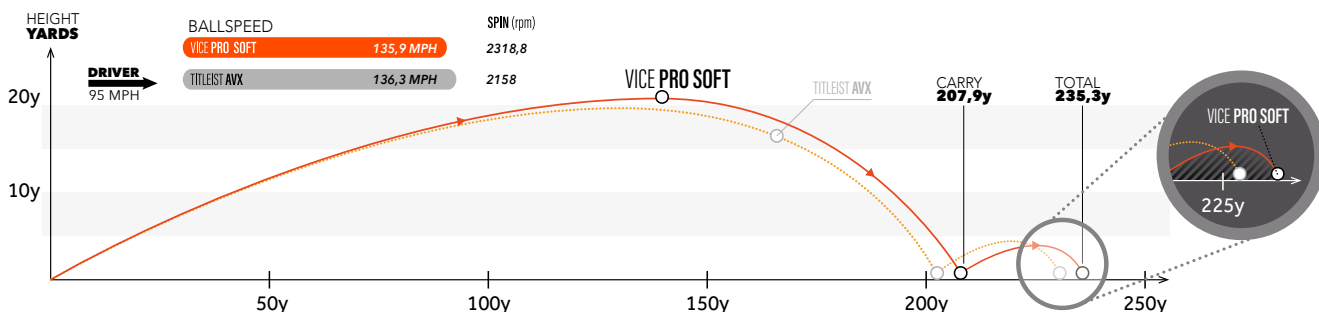
From wedge distance, the Vice PRO PLUS spins slightly more than the Titleist ProV1X – results found in the wedge test show 9004,9 rpm vs. 8954,8 rpm in favor of the Vice PRO PLUS.

VICE PRO SOFT VS. TITLEIST AVX

Designed for medium and lower swing speeds, the Vice PRO SOFT and the Titleist AVX were tested at 95mph driver swing speed (Ping Driver, 10.5°, Alta CB shaft) and present outstandingly strong results of Vice Golf’s softest cast urethane ball. With 6 yds more off the tee (207.9 yds vs. 201.9 yds), the Vice PRO SOFT underlines its ambition to support the average golfer in gaining distance off the tee.

VICE PRO SOFT VS. TITLEIST AVX

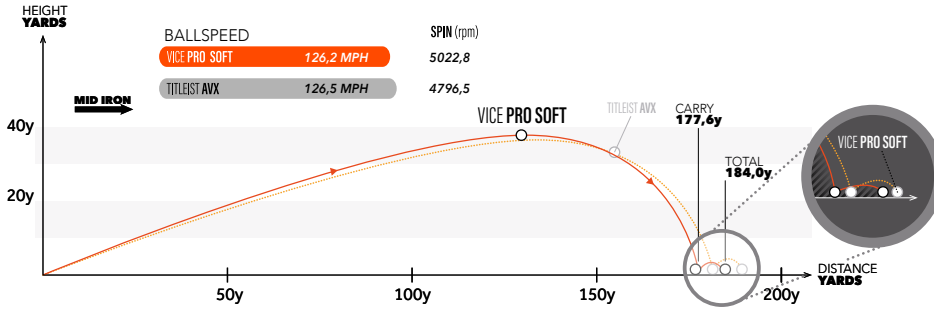
DRIVER



BALL TESTING

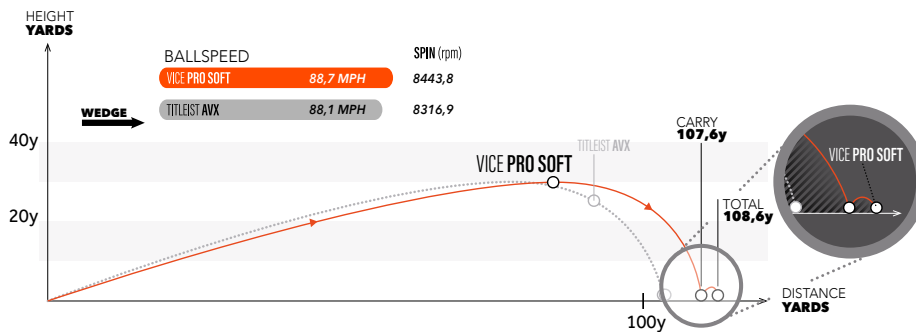
VICE PRO SOFT VS. TITLEIST AVX

MID-IRON



When tested with a mid-iron, the Vice PRO SOFT has a lower carry distance (177.6 vs. 182.4yds) than the Titleist AVX but higher spin (5022rpm vs. 4796 rpm).

WEDGE



Around the green, the Vice PRO SOFT offers more greenside spin in the wedge test compared to the Titleist AVX ball model (8443,8 rpm vs. 8316,9 rpm).