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**NEW SILVER SERIES™ GLOVES
DESIGNED TO PROVIDE COMFORT FOR GOLFERS WITH HAND PAIN**

ORLANDO, FL (January 25, 2007) – Comfortable hands await golfers who've quit playing the game they love, or play less often, because of hand problems. This newfound comfort is available in the new Silver Series™ Golf Gloves from Bionic®, a division of Hillerich & Bradsby Co. H&B introduced the revolutionary high-tech Silver Series Gloves at the 2007 PGA Merchandise Show in Orlando.

"While wearing these gloves, the pain vanished. The gloves are almost therapeutic," said Bionic Silver Series tester George T. of St. Joseph, Missouri.

The new Bionic Silver Series Gloves are the latest in the line of patented Bionic products designed by a leading orthopedic hand surgeon. The gloves achieved an astonishing 100 percent approval rating from a nationwide pilot study of independent testers who suffer from chronic hand discomfort.

"I must admit, I was skeptical about the Bionic Glove," said another tester, Fermin M. of Scottsdale, Arizona. "After one round I experienced less hand stress and fatigue, which is ideal for myself having recovered from a recent hand surgery."

The Silver Series Golf Gloves expand on Bionic's patented, highly-acclaimed, and award winning glove technology. They are the first Bionic Gloves to add a third row of pads to the fingers to assist golfers with hand problems in gripping their clubs while maintaining the light grip all golfers seek.

"You don't have to grip the club as hard so you have more control and better distance. I was able to hit my driver approximately 15 yards further," said Daniel W. of Goldthwaite, Texas.

The Silver Series Gloves, with ThinSkin wrist supports, have been awarded the Arthritis Foundation's Ease-of-Use Commendation. Made from fine cabretta leather, they're designed with the patented pre-rotated fingers, web zones, and motion zones placed in all Bionic Gloves.

"It's about quality of life," said Bionic Golf Glove Marketing Director Cheryl Fink. "The new Bionic Silver Series Gloves take the cutting edge Bionic technology introduced at the PGA Show two years ago and enhances it for people who suffer from a variety of hand problems. We're thrilled to be the golf glove company that's helping people with hand problems get back out on the course and enjoy the game."

More.....

That's not just marketing mumbo-jumbo. Golfers across the U.S. say the Silver Series Gloves are allowing them to play more often and, in some cases, resume playing the game they love.

"From the moment I put the gloves on, my hands felt better. I didn't have the normal aches in my hands after a round of golf," said Todd B. of Madison, Wisconsin.

"Comfort, comfort, comfort," exclaims Richard D. of Hobart, Indiana. "Plus they look great! How can you improve on the best feeling and looking glove on the market?"

By wearing two!

Bionic Silver Series Golf Gloves are sold in pairs. That's because many people with discomfort in one hand also have discomfort in the other. And, contrary to a long held belief among golfers, independent research, as well as research conducted by Bionic, shows that both hands play a significant role in controlling the golf club.

"Golfers have always been told that the lead hand controls the club and that the trailing hand has little to do with how you hit the golf ball," Fink said. "Scientific research proves otherwise. The bottom line, if you wear a glove to help you control the golf club then you should seriously consider wearing one on both hands. While tradition may say one thing, research shows another. With two gloves you'll control your shots even better!"

Pairs of Bionic Silver Series Gloves will be available late Spring 2007 for \$49.95 at many pro shops and golf retail stores. They can also be purchased online at www.bionicroves.com, or by calling toll free 1-877-5-BIONIC.

-www.bionicroves.com-

***Editors note: Images of the new Bionic Silver Series Golf Gloves are included on the disc in this press kit.**