



## **nVentix® Golf Partners with The Duran Group to Grow US Sales and Marketing of NUNCHUK® Precision Shafts**

- **Leading Sales and Marketing firm to support sales and marketing infrastructure for nVentix® Golf**
- **New and existing NUNCHUK® dealers to benefit from additional customer support resources**

Website: [www.nventix.com](http://www.nventix.com)

Photos/Logos: <http://www.nventix.com/downloads.html>

DALLAS, TX

5 July 2012

nVentix® Golf announced today its partnership with the Golf Industry's leading Sales and Marketing Firm – The Duran Group – to support sales and marketing of NUNCHUK® Precision Shafts in the United States. The Duran Group will work with the nVentix® management team to further develop nVentix's® customer support and sales infrastructure and help manage the quickly growing sales of NUNCHUK® Precision Shafts.

“Over the past two years, our global network of NUNCHUK® dealers has grown to over 150,” said Mike McCall, CEO of nVentix® Golf. “The Duran Group's track record in bringing innovative golf products to market made them a perfect partner to work with us to develop the infrastructure we will need to manage the sales and marketing of NUNCHUK® Precision Shafts as our market share continues to grow.”

“NUNCHUK® shafts are the latest in a long line of dramatic innovations that have the potential to change the golf industry,” stated Duran Group Founder/President Tony Duran. “We are honored to be part of nVentix® Golf's expansion plan.” Duran added, “the unique feel and counterbalanced design of the NUNCHUK® and NUNCHUK® 370 shafts make a golfer swing more consistently. We have never tested a shaft with higher levels of accuracy. The success of the NUNCHUK® shafts on Tour is impressive, but, importantly, NUNCHUK® technology can also help the average golfer play better.”

Existing NUNCHUK® dealers may continue to place orders with their existing nVentix® contact. The Duran Group relationship provides dealers additional support for all of their NUNCHUK® shaft needs. “We look forward to working with Tony and his team,” McCall added. “We know that The Duran Group will provide our dealers with the same timely, responsive customer service they have become accustomed to.”

(more)

The revolutionary technology in the NUNCHUK's<sup>®</sup> patent-pending design allows the exact same shaft to be used by professionals and amateurs, men and women, juniors and seniors in their drivers, fairway woods and hybrids. The unique Tri-Zonal Stability<sup>™</sup> technology in the NUNCHUK<sup>®</sup> and the NUNCHUK<sup>®</sup> 370 Precision Hybrid Shaft enables golfers of all abilities to more consistently deliver LONG & ACCURATE driver, fairway wood and hybrid shots. Golfers of all ages and swing speeds who play the NUNCHUK<sup>®</sup> and NUNCHUK 370 will see their shot dispersion narrow AND their spin rate reduced - thus increasing both accuracy and distance.

If you would like more information, or if you are interested in becoming an authorized NUNCHUK<sup>®</sup> dealer, call Tony Duran at (800) 746-8144 ext. 101 or visit the nVentix<sup>®</sup> website at: [www.nventix.com](http://www.nventix.com).

### **About nVentix<sup>®</sup> Golf**

nVentix<sup>®</sup> Golf is a private company based in Dallas, Texas. For more information on nVentix<sup>®</sup> Golf, the NUNCHUK<sup>®</sup> Precision Shaft and the newly released NUNCHUK<sup>®</sup> 370 Precision Shaft, visit their website at [www.nventix.com](http://www.nventix.com). The nVentix<sup>®</sup> website contains a list of dealers and PGA professionals golfers can visit to test drive the NUNCHUK<sup>®</sup> Precision Golf Shaft, and the new NUNCHUK<sup>®</sup> Precision Hybrid Shaft. You can also follow what's new on Facebook.com - nVentix Golf - NUNCHUK Precision Golf Shaft - and on Twitter - @nVentix.

### **About The Duran Group**

The Duran Group ([www.durangroup.com](http://www.durangroup.com)) is a leading Sales and Marketing Firm specializing in Golf and Sports, with offices in Los Angeles and New York City. The Duran Group's founder, Tony Duran, has been an integral part of the growth of over 50 Golf and Sports Companies over the past two decades – including Companies who have received growth recognition awards from *Inc. 500*, *Entrepreneur of the Year* and *Ernst & Young* – ranking among the fastest growing companies in America.

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