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Honma Golf Opens Southern California Gallery Store

HARBOR CITY, CA - Honma Golf USA - one of golf's highest-end equipment brands – last night opened a gallery concept retail and club fitting space within the popular Roger Dunn Golf Shops' Santa Ana, Calif. 60,000-square-foot superstore.

Golfers, media and even Hollywood celebrities attended the opening gala, and were awestruck by what they experienced at the 500-square-foot, Honma-dedicated space that features the luxury brand's clubs, bags, apparel, accessories and more.

"We heard so many positive comments from attendees," says Adam Sheldon, general manager of Honma Golf USA. "People said they were impressed by the uniqueness of this space. It merges a club fitting and retail experience in a totally different way. We call it our gallery. While other major brands have stand-alone areas in the store, our spot is clearly a point of differentiation in the golf business. Honma is all about top-end, high-quality products. Golfers deserve quality and aspiration in their game, from the clubs they play to what they wear. And that's reflected in our gallery and its design. It looks and feels different than any other brand in the marketplace."

The gallery showcases the brand's TOUR WORLD, BERES and Be ZEAL products, including sets that sell for up to \$50,000 -- giving visitors an opportunity to touch, feel and hit Honma clubs, while learning about the brand and experiencing its performance and quality in the dedicated fitting bay. "It ties all of our products together, so people really get a feel of Honma," says Sheldon. "It's a complete brand experience -- a one-stop shop for everything we offer."

Executives at Worldwide Golf Shops, which owns Roger Dunn Golf Shops, are thrilled with the new gallery. "It brings a different customer into our store," says Al Morris, president. "Honma is committed to the U.S. market, and we believe it will be a major player. This niche concept has a little Las Vegas in it: It's cool-looking, high-tech, and the display quality is perfect for the brand -- similar to what Honma does with its products. It gives Honma a 500-square-foot opportunity to relay a specific message. A lot of our customers have heard of Honma but are not familiar with its products. Once they come in and see the products, the technology, the display and the uniqueness of the products, they will be wowed."

The new Honma gallery is located at 1421 Village Way in Santa Ana, Calif.

