



VICE Golf Introduces Pro Plus Golf Ball

Innovative company's first four-piece ball combines long distance with soft feel—at very affordable internet pricing



Munich, Germany (Apr. 29, 2015) ... [VICE Golf](#)—the pioneer in making premium golf balls and selling them over the internet at prices half that of comparable products—has introduced its latest offering: the Pro Plus, the company's first four-piece ball.

Designed for that wide range of amateur golfers with medium to fast clubhead speeds, the Pro Plus produces longer distance off full-swing shots, while offering outstanding control and the company's "S2TG" (Stick To The Green) technology on and around the greens.

The four-piece design includes:

- High Energy Speed Core (HESC). The size of the core has been optimized to absorb more energy at impact, which translates to increased ball speed.
- DuPont™ Surlyn® Mantle. The very thin inner casing reduces spin on full shots while positively affecting ball speed, flight time, and stability in the air.
- DuPont™ HPR Outer Casing. The outer layer is a high-performance resin that produces higher spin on short-game shots but lower spin and lower launch from faster swings.
- Cast Urethane Cover. Half the thickness of the conventional DuPont™ Surlyn® cover, the Pro Plus cover gives a soft, consistent feel around the greens and is the source of the S2TG (Stick To The Green) control that helps short shots stop fast. The cover also resists yellowing in sunlight, meaning the ball will stay bright white much longer.

The Pro Plus also is especially durable, meaning it will last a long time without any decay of its flying and stopping characteristics. The 336-dimple design keeps the ball-flight trajectory low and stable, even when hitting into the wind.

Since golfers have to use the same ball when putting, each Pro Plus carries the exclusive VICE Golf “Keep In Line” (KIL) putting aid, an extra-long, easily visible line, developed in collaboration with Tour and teaching professionals, that helps with alignment and judging the quality of roll.

Like all VICE Golf balls, the Pro Plus—which joins the Pro, Tour, and Drive models, ensuring the perfect ball for every player—is sold exclusively from the company’s website, [vicegolf.com](http://www.vicegolf.com), at prices as much as half what golfers would pay for comparable balls in stores.

One dozen of the new Pro Plus cost \$34.95. Buy three dozen or more and the cost drops to \$29.95 per dozen, and to \$24.95 per dozen for five dozen or more.

VICE Golf also offers a series of limited-edition caps commemorating the major championships and other notable events, as well as the new Pure glove. All balls can be personalized with text, logos, even photos for only a small additional charge.

Learn all about this highly innovative company and its range of distinctive products for the discriminating golfer who wants to spend his, or her, money just as wisely, at [vicegolf.com](http://www.vicegolf.com).

To order, visit <http://www.vicegolf.com/us>.

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Media Contact:

Karen Moraghan

Hunter Public Relations

(908) 963-6013

kmoraghan@hunter-pr.com