



## CRITICAL ACCLAIM FOR Q-LINK

From being crowned 'Best New Product' at the PGA Fall Expo, to being listed in Golf World's 2005 'Top 50 Objects of Desire' and being nominated as one of only 7 products in this year's Corporate Golf World hotlist, Q-Link is receiving acclaim from all quarters.

Here's what two of the industry's leading lights have to say about their Q-Links:

Mike Harris – Editor, Golf Monthly who is a long time Q-Link wearer, *"Quite frankly I wouldn't be without my Q-Link. I've been wearing one since December 2001 and in that time my handicap has come down to single figures. My technique is no better but I feel more calm, focused and in control of my emotions on the golf course. In the real world I have a demanding job and lively 15 month old daughter to contend with and I feel my Q-Link helps me juggle these twin challenges!"*

Bob Warters, Editor of Golfmagic.com says of his pendant, *"Golf and indoor bowls are my two competitive sports. With Q-Link I feel calmer under pressure when I need to play the shots that matter."*



# A 30 SECOND GUIDE TO Q-LINK

No matter what you do, Q-Link helps you feel better and gives you a competitive edge by balancing body and mind.

### WHAT ?

The benefits on the golf course include less stress, more focus on important shots, increased stamina and, as a result, lower scores. Golfers also claim to recover better from poor shots and jitters on the first tee.

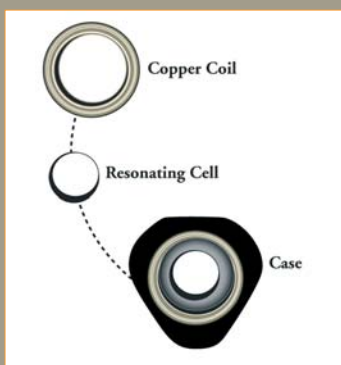
### WHY ?

The secret behind the Q-Link is a technology, developed over the last 20 years, called Sympathetic Resonance Technology (SRT™). Here comes the science ... The Q-Link pendant has a resonating cell that is programmed with the

healthy frequencies of the human body, and a copper induction coil that uses the micro-currents of the body to activate the technology.

### HOW ?

When you wear a Q-Link your body literally tunes into these frequencies, protects you from stress and strengthens and balances your body's energetic system. The result is that communication between the body's trillions of cells happens more efficiently leaving the wearer feeling more energised and focussed.



## Q-LINK : A FANTASTIC RETAIL OPPORTUNITY

It's official, Q-Link is delivering more sales, improved profit and better golf for retailers all over the UK. Here are just a few of the glowing endorsements we regularly receive from your fellow golf retailers:

*"Q-Link has been a great success both commercially and personally for me. I have no hesitation in recommending it to everyone. The profit available from a minimal stock holding and a small counter display is a great bonus."*

**PAUL GLYNN, PETERSTONE LAKES GOLF & COUNTRY CLUB**

*"I definitely find that my own personal belief in the product plus the excellent Point of Sale materials are creating good sales with great feedback from my members."*

**STEVE BARNETT, HAYSTON GOLF CLUB**

*"It is definitely a worthwhile product to stock. There's good margin on it and there's always the peace of mind of a 90-day money back guarantee"*

**DAVID ROSS AT GLENBERVIE GC**

*"We are delighted with the sales of Q-Link to date."*

**DOUG MCCLELLAND'S GOLF SUPERSTORE, SILVERMERE**



*"Staff training for my sales team has been first class. Q-Link takes up one square foot in the shop and if every square foot performed the same as Q-Link I would be writing this testimonial from my yacht in Mauritius! I am sure the new titanium will fly off the shelf."*

**PETER PARKS, HEVER CASTLE G.C.**

*"It is very important from a business point of view to look at additional streams of revenue as you can make as much profit from a Q-Link as a £350 titanium driver. You also have the 90 day no quibble money-back guarantee."*

**JEFF PINSENT, SANDY LODGE GOLF CLUB**

*"Q-Link is a leading edge emerging big brand and the Harrods brand needs to be associated with these type of products. We are delighted with the sales to date."*

**COMMERCIAL DIRECTOR, HARRODS**

*"Direct Golf UK have been delighted with sales of Q-Link products since we started stocking over 18 months ago. Consumer feedback has been superb and we feel the product offers great value for money and fantastic performance to the user."*

**EDWARD BATTYE, BUYER. DIRECT GOLF**

*"Q-Link is unique. Nothing else in the Pro-shop quite like it. It doesn't take any sales away from other products, and with an excellent margin there is definitely good profits to be made. Excellent PR coverage ensures customers come in and ask about them."*

**DAVE BURBRIDGE, WILLINGDON GOLF CLUB**

## SOMETHING FOR EVERYONE IN NEW Q-LINK LINE UP



From statement jewellery pieces to funky pendants Q-Link now has a product to appeal to everyone.

Neville Brody, a world famous British graphic designer and Q-Link wearer, took on the challenge of redesigning Q-Link, and the result is a collection of 4 stylish contemporary designs. The New Black and White Q-Links (RRP £99) feature a sleek bevelled edge design that can also be seen in the smaller Titanium Q-Link (RRP £157) just launched earlier this year. The Pebble (RRP £225), the newest addition to the range, is a beautiful sterling silver pendant that can easily be mistaken for a normal piece of stunning contemporary jewellery.



## Q-LINK FACTS.

▶ Q-Link has been scientifically proven to protect you from radiation from mobiles and computers.

▶ Every Q-Link comes with a 90 day risk free trial, so there's really nothing for you or your customers to lose.

▶ Q-Link has been identified as a way to beat Jetlag and PMT!

▶ The US Military were amongst the first people to trial Q-Links.

▶ Gonzalo Fernandez-Castano won for the first time, six weeks after putting the Q-Link on.

## TOUR FOCUS

Q-Link is enjoying incredible success all over the world as a growing contingent of tour players are benefiting from the added focus and energy that Q-Link provides.



### ESTABLISHED STALWARTS REJUVENATED

Mark Calcavecchia who captured the 2005 Canadian Open wearing Q-Link said *"I put the Q-Link on and 5 days later I set the all time PGA Tour scoring record! I believe with the Q-Link I get that extra edge that allows me to keep up with these younger guys."*

*Q-Link about three months ago, since then I have focused with greater clarity and performed better under pressure. The greatest benefit I have to show is my first PGA Tour victory and Q-Link played a big role."*

### UP AND COMING STARS JOIN THE Q

Three players earning their stripes on the US Tour, Englishmen Justin Rose, Greg Owen and American Charles Howell III are all Q-Link wearers. Rose has been impressed by the Tour results Q-Link wearers have achieved *"You can walk up and down this range looking for drivers, putters, wedges, but there's not that many products that have been as successful as the*

*Q-Link in terms of victories on the PGA Tour."*

Howell is convinced that the benefits he has experienced will help golfers of all standards, *"I've been wearing Q-Link now for four years and I absolutely know that Q-Link will help you and everybody's golf game."*

In Europe 2005 European Open Champion Kenneth Ferrie, a two time winner with Q-Link and Gonzalo Fernandez-Castano, a maiden winner at the KLM Dutch Open, have both benefited from wearing the new Q-Link. The rookie Spaniard commented, *"I felt the pressure because there is a big difference to the amateur game but I stayed focused and I had some good up-and-downs."*



### MAJOR PRESSURE TAMED BY Q-LINK

Three Majors were won in 2005 by Q-Link wearers – Allen Doyle in the U.S. Senior Open and Jeong Jang in the Weetabix Women's British Open and Birdie Kim who attributes her U.S. Women's Open victory to Q-Link, *"The Q-Link has helped me with my energy and focus on and off the course and it has played a significant role in my victory at the US Open."*