



FOR IMMEDIATE RELEASE:

Dixon Golf Teams Up with Arbor Day Foundation

TEMPE, ARIZ., July 7, 2014- Dixon Golf, manufacturers of the first high performance eco-friendly golf balls, announced today a new partnership with the Arbor Day Foundation. To launch its Trees Beyond the Green campaign, Dixon Golf has pledged to help plant trees in the nation's forests of most need.

The campaign, featured online, was created in support of the Arbor Day Foundation's conservation efforts and as part of Dixon's environmentally conscious practices. The campaign ensures that one tree will be planted for each item purchased that features the Trees Beyond the Green icon on dixongolf.com

"Trees Beyond the Green will be a continuous effort through 2014," says William Carey CEO of Dixon Golf. "Our growing partnership with Arbor Day Foundation, a leader in conservation, allows us to help make our environment greener and healthier."

By partnering with the Arbor Day Foundation, Dixon Golf hopes to increase awareness of the importance of trees on the quality of life. Furthermore, exemplifying the consociation of sport, business and sustainability through their efforts on and off the golf course.

"Thanks to the generous support of Dixon Golf, the Arbor Day Foundation will be able to plant much-needed trees in critical areas that will help to provide cleaner air and water, vital habitat for wildlife, and beauty for everyone to enjoy. By helping the Foundation to plant trees, Dixon Golf is demonstrating their commitment to the environment for this and future generations," said Dan Lambe, vice president programs and corporate partnerships of the Arbor Day Foundation.

Customers can support Trees Beyond the Green by selecting designated Arbor Day Foundation Dixon products or by independently donating to the Arbor Day Foundation.

About the Arbor Day Foundation: The Arbor Day Foundation is a nonprofit conservation and education organization of more than 1 million members, with the mission to inspire people to plant, nurture and celebrate trees. More information on the Foundation and its programs can be found at arborday.org.

Dixon Golf, a Tempe, Ariz. based company, is the world's only manufacturer of a high performance, eco-friendly family of golf balls. Borne from a desire to limit its impact on the environment, from core to cover, from packaging to production, Dixon golf is setting a new standard in environmental consciousness. Dixon Golf believes in being socially responsible and has donated more than \$1,000,000 to charities nationwide since 2012. The Dixon family of golf balls is distributed internationally and conforms to USGA standards. For more information about Dixon Golf, please visit dixongolf.com or www.facebook.com/dixongolf and follow @Dixon_Golf on Twitter

###

Contact: Bridgette Larkin, Public & Community Relations at Bridgette.Larkin@dixongolf.com