



FOR IMMEDIATE RELEASE

Susan Iadarola
Dana Rader Golf School
704.542.7635
siadarola@danarader.com

GOLF DIGEST RECOGNIZES STAN ROACH AS ONE OF THE BEST CLUBFITTERS IN THE COUNTRY

Charlotte, NC (April 23, 2013) – Dana Rader Golf School's Clubfitter, Stan Roach, has been named to Golf Digest's list of America's 100 Best Club Fitters. The prestigious list, published annually, recognizes outstanding performance in improvement through equipment. To make the list, locations must be open to the public, fit clubs from top manufacturers and the fitter must receive high recommendations from Golf Digest's America's 100 Greatest Golf Courses ratings panelists and industry sources. The list of America's Best Club Fitters was narrowed down from more than 1,300 nominees and then published in a special Golf Equipment: Get Fit package of stories in the May issue of Golf Digest.

With more than 20 years of experience in the golf equipment industry, Roach recognizes the importance of personalized customer service, striving to find appropriate clubs for players of all levels, from novices to PGA and LPGA professionals. Through an extensive process of fitting both statically and dynamically, he evaluates multiple key factors specific to each golfer, including shaft length, lie angle, shaft flex, grip size and club head design, as well as how it affects the ball flight. Roach utilizes FlightScope X2®, one of the most advanced launch monitors on the market for his fittings.

"Many of our clients have a club they hate to swing, or complain about being between clubs. Our technology helps us pinpoint the problem areas and prioritize the best correction," said Stan Roach.

About Dana Rader Golf School

Dana Rader Golf School is North Carolina's most complete state-of-the-art teaching and practice facility. Selected to *Golf Magazine's* prestigious list of Top 25 Golf Schools in America and #1 in North Carolina, Dana Rader Golf School specializes in quality golf schools and lessons for players of all ages and skill levels. Dana Rader Golf School's full staff of award-winning PGA and LPGA certified professionals offers extensive programs and highly personalized instruction for men, women, juniors and corporate events.

The School's Founder, Dana Rader, is a nationally recognized leader in the golf industry named by *Golf Digest* as one of America's 50 Greatest Teachers, is consistently ranked as a *Golf Magazine* Top 100 Instructor and currently serves as LPGA Teaching and Club Professional National President. She has been honored as LPGA National Teacher of the Year and has achieved LPGA Master Professional status. For more information about Dana Rader Golf School, call 704.542.7635 or visit www.danarader.com.