

**THE WORLD'S FIRST GAME IMPROVEMENT
GOLF SHOE TECHNOLOGY**



HOW IT WAS ACHIEVED

The CDT concept is simple, the technology is patented and it really works. Biomechanics Scientist Dr. Paul Hurrion uses the analogy “You wouldn’t fire a canon from a canoe”. The proof, Padraig Harrington, instrumental in the development of CDT Technology is hitting his driver an average of 17.5 yards further. The CDT shoes provide you with added grip and torsion which gives you the confidence to swing the club with a faster head speed and therefore impacting the ball with more energy, equating to longer distance.

No single technology in the shoe can be credited in gaining the extra power, control and distance, rather the creative combination of components that result in the worlds first game improvement golf shoe. The key components that contribute are:

The Launch Pad Outsole



The CDT Cleat



THE FACTS



88% of players improved the consistency and accuracy of their shots using a 5 iron during testing in the CDT Power shoes.

100% of golfers using CDT Power shoes said they were hitting the ball further during testing.

Since changing into the CDT Power shoes Padraig Harrington’s ball speed has risen from 166mph - 173mph.

“The CDT’s keep me rooted to the ground in a way that I have never experienced before. To have such style without having to compromise on performance is excellent.” Karen Stupples

CHAMP





CUSTOM DIRECTIONAL TRACTION

“THE POWER COMES FROM YOUR FEET”



Padraig Says

Since I have been using the shoes my driving distance has increased by over 20 yards



CDT Cleat

The new CDT Power shoes have the first customisable traction system - The CDT cleat.



Launch Pad

The CDT outsole is unique because it has swing dams on the outside and a roll bar on the inside to help your foot move in a more controlled way through the swing



Control

The shoe is not just about distance with your driver, it's also about control with irons.



Swing Harder

The extra stability and balance the shoe gives you allows you to swing harder at the ball.



Increased grip + Torsion = Stability + Balance = Power, Control + Distance



THE LAUNCH PAD OUTSOLE

Lateral rubber swing dams
Prevents unwanted twisting or rolling as you play your shot.

Flex groove
Aids ease of movement when walking and helps your foot reach the correct finishing position when playing through your shot.

The CDT Cleat
The world's first customisable cleat.

Stabiliflex contour lasting board
Loads and then springs open as you play your shot. It also helps hold your feet in a stable position.

Q-Lok™ receptacles
A fast-release cleat system from MacNeill Engineering with three different fitting positions.

Wear bar
Protects the x2 heel cleats.

Medial roll bar
Allows your left foot to roll more easily on the back swing and your right toe to roll more easily as you follow through (applies in reverse for left-hander).

45° impact traction lugs
Concentrates all your force at impact in the direction of the ball.

TPU Shank
Skeletal structure which works with Stabiliflex board to increase torsion.

Downhill traction lugs
Extra downhill grip.



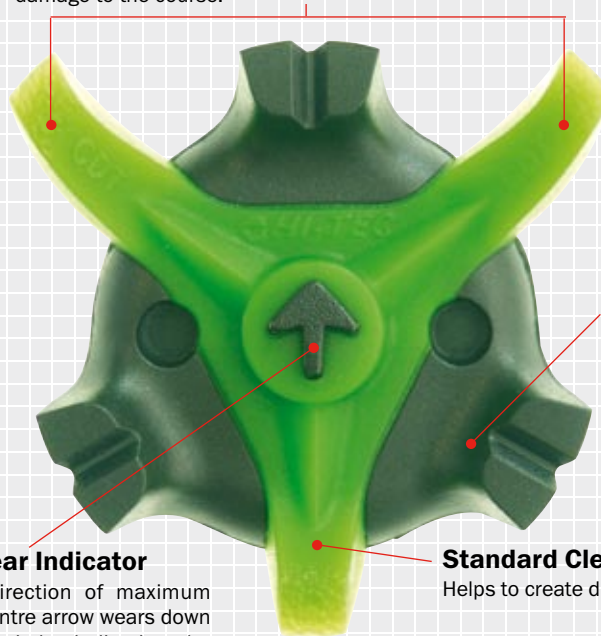


THE CDT CLEAT

Introducing the CDT cleat, a first in golf. It's the first ever cleat system which you customise to suit your game. Traditional metal cleats can damage the golf course environment. CDT cleats on the other hand, are made from the latest synthetic materials and are 'green friendly'.

Longer Cleat Pins

Asymmetric design gives you maximum grip in the direction of the arrow. Made from flexible BASF polyurethane – 88A durometer. Flexes on greens and harder surfaces to prevent damage to the course.



Base Section

Made from hardwearing BASF polyurethane – 98A durometer.

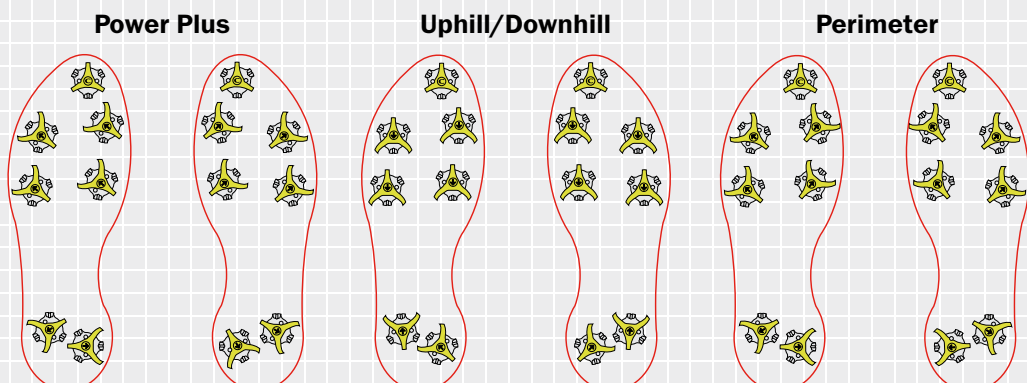
Arrow Wear Indicator

Indicates direction of maximum grip. The centre arrow wears down to a black circle, indicating the need to change cleat.

Standard Cleat Pin

Helps to create directional grip.

The CDT Cleat is combined with the MacNeill Q-Lok System, which allows you to customize the configuration of the cleats to suit your game. There are in total 4,000,000 possible configurations but here are the ones we recommend:



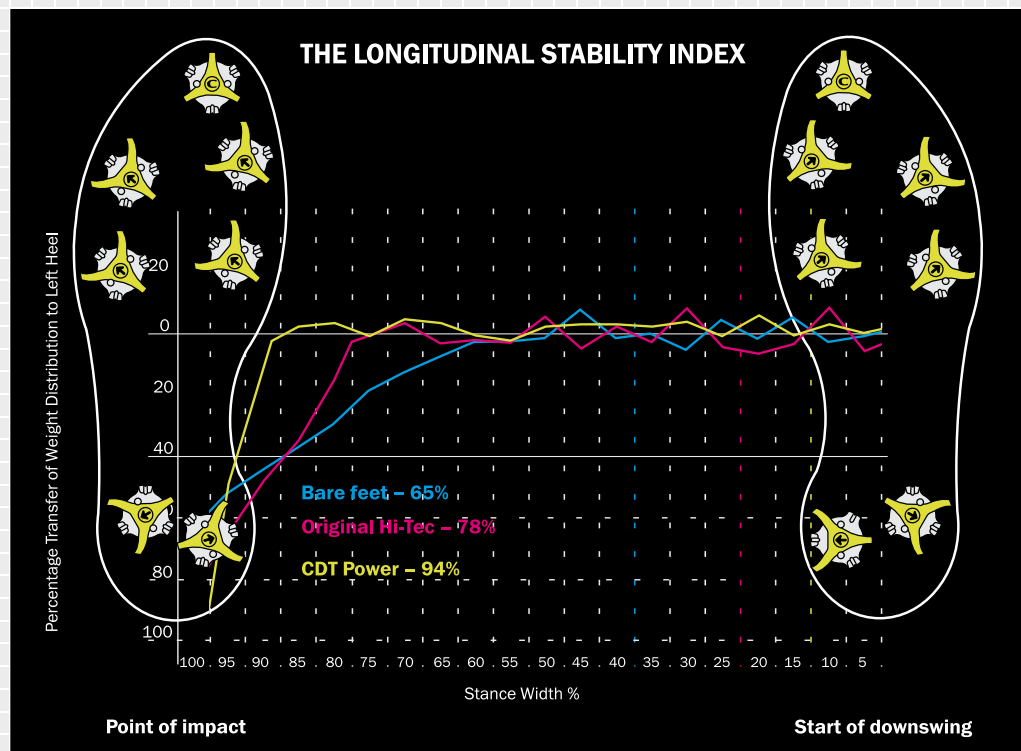


PROVING THE THEORY

The CDT Power Shoe is a result of eighteen months of development, research and testing which has included:

- Biomechanical analysis of players, including Pdraig Harrington
- Pressure platform technology to analyse weight transfer during the swing
- A camera with a shutter speed of 250 frames per second
- Rsscan software to analyse golf swings in minute detail

The CDT Power Shoe has been a revelation and tests prove it is true what we claim.



The test results show Pdraig's centre of gravity whilst hitting the ball with a variety of foot options. His centre of gravity continues towards the ball for **65%** of the time in bare feet, **78%** of the time in non CDT Hi-Tec shoes and for **94%** of the time in CDT Power Shoes - thus improving both the power and accuracy of his swing.

Pdraig Harrington, in the CDT Power Shoes is hitting his driver an average of **17.5** yards further.

