



PRESS RELEASE

11-time European Tour Winner, Robert Karlsson Joins Adams Golf

PLANO, TEXAS, January 10, 2012 – Adams Golf (Nasdaq: ADGF) is pleased to announce the addition of two-time Ryder Cup member and the 24th-ranked player in the world, Robert Karlsson to its Tour Staff. In 2012, Karlsson will play a split schedule on both the European Tour and the PGA Tour.

“We are extremely excited to add a player of Robert’s caliber to our tour staff,” said Chip Brewer, President and CEO of Adams Golf. “We feel that his participation on both the PGA and European Tours align perfectly with the direction of Adams Golf as we grow into new markets internationally. His success on both tours will provide the Adams Golf brand with exposure across the globe.”

Karlsson is an 11-time winner on the European Tour, a two-time Ryder Cup player and the first Swedish player to have won the European Order of Merit. In 2011, he had three top-10 finishes on the European Tour and three Top 10s on the PGA Tour including a tie for 4th at this year’s PGA Championship.

“I am thrilled to join the Adams Golf tour staff and excited about the new clubs in my bag,” said Karlsson. “I am not a player that switches equipment very often; but, the performance of the Adams Golf equipment has me extremely excited. I absolutely love the versatility of the Idea Pro a12 hybrid and was amazed when the testing showed I picked up 18 yards with the Speedline Fast 12 LS driver and 13 yards with the Fast 12 fairway wood. I am convinced that my new association with Adams gives me the best opportunity to be successful on tour and that is what’s most important.”

Karlsson, who resides with his family in Charlotte, N.C., will play a full bag of Adams Golf equipment including the new Speedline Fast 12 LS driver and a Speedline Fast 12 fairway wood. He will wear an Adams Golf hat and carry an Adams Golf tour staff bag.

Adams Golf (Nasdaq: ADGF), the maker of the #1 Hybrid on Tour, is driven to develop innovative products to allow golfers of all skill levels to enjoy the game of golf. Adams Golf produces and sells golf equipment under the Adams Golf and Yes! Putters brands. For more information, please visit www.adamsgolf.com or shop.adamsgolf.com.

For more information contact:

Jeff Harris – 972-673-9110 – harrisj@adamsgolf.com

Adams Golf | 2801 E. Plano Parkway Plano, TX 75074 | 972-673-9000 or 800-622-0609 | www.adamsgolf.com