

By Jason Bruno



One of the most respected and talented golf ball creators of the last 25 years,

Dean Snell produced many of the games best tour golf balls for companies like

Titleist and TaylorMade. Among those, the original Pro V1 and TaylorMade's

Penta, Lethal, and their current line of Project A, and Tour Preferred models.

Just recently, Snell has gone out on his own and launched his own brand: Snell

Golf. Dean's concept was to bring his own premium cast-urethane ball straight to your door at a price far more affordable than the typical tour caliber ball that retails for \$50+ per dozen. As a result of lower overhead and a marketing budget that does not rival the trillions the industry leaders will spend, Snell has carved out a business model that he calls "Golf's New Way".



There are a few new balls on the market in 2015 that have figured out this new concept of tour performance at a great value, but Snell's prior experience as a master in the field gave us great anticipation of testing his new creation.

Snell's "MY TOUR BALL" is priced at \$31.99 shipped direct to your door. The

MTB is a 350 dimple three piece cast urethane tour quality ball. Knowing

Dean's work over the past several years, there were high expectations for

his first release as a solo act. When my test samples arrived, I took them

directly to the course.

MY TOUR BALL

Our 3-piece, tour caliber golf ball engineered to provide outstanding tee to green performance, with a mission to enhance scoring for golfers of all skill levels.



- 1. Low-compression core = low driver spin, superior distance & soft feel
- 2. Mantle layer = accuracy & spin control on irons
- 3. Cast Urethane cover = short game control, excellent feel & durability

Truthfully, most tour caliber urethane golf balls give similar distance #'s off the driver (although that doesn't stop many companies from boasting about gigantic yardage gains). Golf ball preference at the highest levels of performance come down to 3 factors: ability to hold it's line into crosswinds, trajectory and most importantly, greenside feel and control.



...MTP in mid February in windy South Florida. It was a mess
...shipped directly to the consumer on US, or Canada, or

GET SUM

Our high-performance 2-piece golf ball designed for soft feel and control for straighter shots from tee to green. Get Sum, providing superior performance to the everyday golfer.

- Low compression core = fast ball speed, lower spin & straighter shots
- Surlyn cover = exceptional soft feel & extended durability



For more info or to purchase Snell Golf Balls: <http://snellgolf.com/>