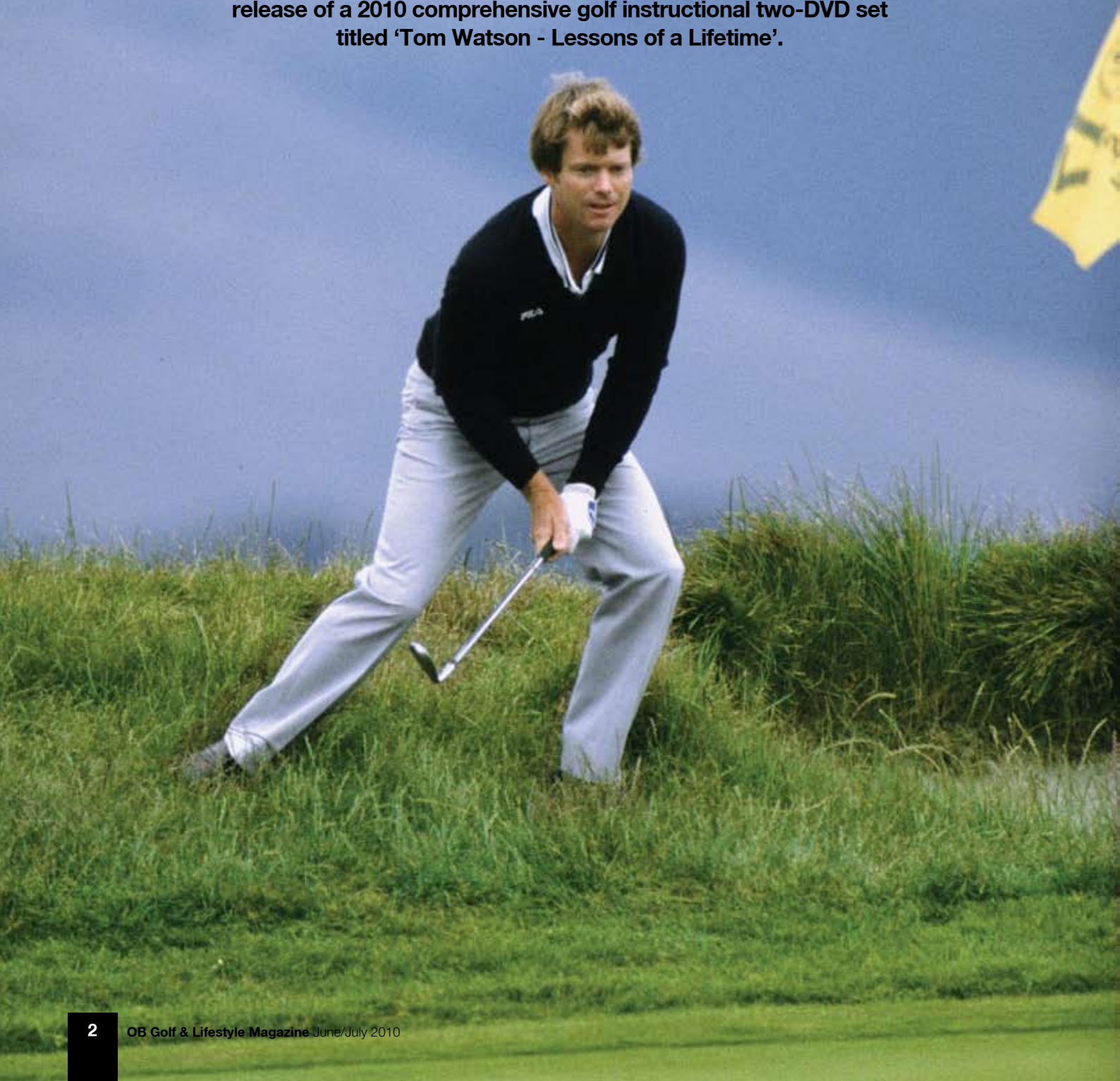


# TOM WATSON

LESSONS OF A LIFETIME' INSTRUCTIONAL  
TWO-DVD SET HITS MARKET

World Golf Hall of Famer and 8 time major championship winner, Tom Watson, and Tom Watson Productions has announced the release of a 2010 comprehensive golf instructional two-DVD set titled 'Tom Watson - Lessons of a Lifetime'.





**T**he two-DVD set containing close to three hours of golf instruction and an accompanying booklet of 44 lessons was filmed at The Greenbrier Resort, where Watson is Golf Professional Emeritus. This instructional program is the ultimate learning experience, covering all facets of the game—from the grip to full shots, to chipping, putting and the secret of his timeless swing, plus specialty shots including those required in strong wind conditions.

Directed by award-winning Terry Jastrow, 'Lessons of a Lifetime' embodies the practical experiences and competitive winning strategies that have earned Watson professional recognition as one of the greatest players of all time. "Tom Watson applies the same sense of determination and purpose in his new DVD instructional set," says Jastrow, "as he has to his competitive golf game.

It's fifty years of experience from one of the game's masters."

Watson ranks 6th on the list of total major championship victories with more wins than Bobby Jones, Sam Snead, Arnold Palmer and Phil Mickelson. Watson is one of only fourteen players to have won at least three of the four golfing major titles.

Encyclopedic in its skill and strategy coverage, 'Lessons of a Lifetime' is a defining instructional medium and will be a must for beginning golfers and weekend warriors as well as experienced golfers wanting to step up their game. Watson says, "It's very important that golfers—whether they are beginners or have played for 50 years—learn and understand the fundamentals. These are the building blocks every golfer needs to have in order to play up to their potential but, more importantly, to have fun."

From playing in the

wind, to hooking and slicing, antidotes to fearless putting, Watson breaks them down in an easy-to-understand manner. Golfers can begin applying these lessons of a lifetime the next time they stand on the first tee with their friends. Watson teaches his lessons of his lifetime as if golfers are there with him.

"I was fortunate to have received excellent instruction early in my life," says Watson, a Kansas City, Missouri, native who shows no signs of slowing down. "When I was 6 years old, my father, Ray Watson, cut down a hickory-shafted 5-iron, then proceeded to teach me the grip, and how to hook and slice the ball—all the basic fundamentals of the game. It's all this knowledge I've accumulated that I'd like to share with golfers in 'Lessons of a Lifetime.'"

Consistency, contact, alignment, firmness of grip, pivot points, release, rhythm and legendary coach,

Harvey Penick's "dead-aim" philosophy are all covered in the two comprehensive DVDs. Watson's instruction comes across in an easy-to-understand manner making it seem your standing right beside him on the tee or green.

Watson, a graduate of Stanford University, was elected to the World Golf Hall of Fame in 1988 and owns 39 PGA TOUR victories, including five British Opens, two Masters and one U.S. Open. The latter victory was keyed by Watson's 71st-hole birdie chip-in at Pebble Beach, a shot many historians consider to be the shot of the 20th century.

Last year Watson pulled off one of sports history's most-memorable moments when he made an incredible bid for his sixth Open Championship title, taking Stewart Cink to a four-hole playoff at Turnberry. Four of Watson's seven top-10 finishes on the



2009 Champions Tour came in major championships.

This year Watson opened his season by teaming with Jack Nicklaus to win the Wendy's Champions Skins Game. The following week, Watson birdied the final two holes for a 7-under 65 and a one-stroke victory over Champions Tour rookie sensation Fred Couples in the season-opening Mitsubishi Electric Championship.

The two-DVD set finishes with a moving tribute to Watson's 'caddie for life', Bruce Edwards, who passed away in April 2004 from ALS, or Lou Gehrig's Disease. The tribute concludes with a song written and composed by Watson's stepdaughter, Kelly Paige. A portion of the sales of 'Lessons of a Lifetime' will go to help find a cure for this dreaded, life-ending disease.

The Tom Watson 'Lessons of a Lifetime' DVD set is now available for \$49.95 at select golf and sporting goods retailers, pro shops and online at [www.tomwatsondvd.com](http://www.tomwatsondvd.com). The set is also available to purchase by telephone at 1-800-993-5589.

OB Golf & Lifestyle Magazine managed to get an exclusive interview with Tom and here is what he had to say:

What were your new year's resolutions and have you managed to keep them?

**To stay healthy**

Name your dream fourball?

**Dad, Michael (son), Ridge (brother) and me**

What keeps you on top of your game?

**The secret I learned about my swing in 1994**

When you are off the golf course, where is the one

place that we will likely find you?

**My farm where I live**

How do you prepare yourself before a round?

**Eat 2 hours before, warm up (stretch, treadmill, light weights) then practice for 40 minutes before I tee off**

Who/What is your inspiration?

**For golf – Stan Thirsk, my long time friend and teacher**

What's your number one distraction on the golf course?

**A great shot by me sometimes lowers my concentration**

How do you cope with pressure?

**Walk slow, breathe deeper, make slower decisions**

Can we ever expect to see you in Indonesia...we have some great courses here?

**I hope someday**

What is your most memorable moment in your career?

**Winning the 1964 Kansas City Men's Match Play Championship at age 14.**

What is the best 18 holes that you have ever played?

**Shot a 60 at The Kansas City Country Club**

With your release of your Golf Instructional DVD, can you give our OB Readers a "Lesson of a Lifetime" tip?

**Putting – Keep head still when making the stroke until after impact**

If you could change one rule in golf, what would it be?

**Be able to tap down spike marks**