



## Golf Just Got A Bit More 'Greener' With Eco-friendly Golf Balls Marketed by Ekotribe



Dubai, UAE - Mar 30, 2010: In these eco-conscious times, there are few areas of life that have not been touched by the drive to go green, and golf is no exception. Ekotribe FZ LLC, based in Enpark, has launched the world's first high-performance eco-friendly golf balls in the Middle East region.

According to Anu Agarwal, Director of Ekotribe, "Unlike some golf ball brands that use harsh heavy metal pollutants like tungsten, cobalt, lead, or contain non-renewable synthetic materials and compounds; all balls manufactured by Dixon Golf are 'green' to the core. They are 100% recyclable and made from renewable materials. Even the packaging is made from 100% recycled material.

Ekotribe is also offering 'Biodegradable golf tees' which offer up to 10 yards additional driving distance because of their unique design. "By using the 'Eco Tees', you are helping to save millions of trees that are cut down each year in order to produce traditional wood tees," added Anu Agarwal.



The Saadiyat Beach Golf Club is the first golf course in the region that is retailing Dixon golf balls in their Pro shop along with eco-friendly tees and BPA free stainless steel water bottles for golfers.

### **About Dixon Golf**

From core to cover, from packaging to production, Dixon Golf is setting a new standard in environmental consciousness. The Dixon Earth golf ball outperformed the Nike One Platinum, Callaway Tour ix and Titleist Pro V1, in independent testing by PGA TOUR Partners Club, and received an incredible 92% Approval Rating! The Dixon Earth golf ball is the official ball of the egolf Professional Tour and the egolf Amateur Tour.

It is estimated 300 million golf balls are discarded in the United States alone, every year, that is enough balls to create a solid line from Los Angeles to London and back!

Dixon Golf are encouraging golfers to recycle their lost and found by offering a dollar for each ball that is returned to their recycling centers throughout the US and in over 15 countries worldwide.

### **About Ekotribe**

Ekotribe offers a range of eco-friendly products including green gadgets and appliances, solar lights, reusable gift bags and shopping bags, recycled paper and stationery, eco-friendly shower heads, eco-friendly toys, green books, BPA-free water bottles and lunch boxes, soy candles, organic beauty products, organic table linen, eco-friendly wallpaper and wall stickers, solar powered totes, solar powered backpacks, bamboo kitchen ware, eco-friendly household cleaners, biodegradable tableware and organic pet products.

Ekotribe was started with a desire to introduce green living. Ekotribe supports environmentally friendly manufacturers & designers. All customers are guaranteed products which are 'green', easily absorbed into the ecosystem, without compromising on design or quality. Ekotribe strives to offer high quality products that are either - Biodegradable, Environmentally safe, Handmade, Natural, Recycled, Recyclable,



Reusable, Sustainable or Organic. Ekotribe is promoting a lifestyle that includes being aware of the environment, yet enjoying high-end products without forgoing quality & design.

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