



IMMEDIATE RELEASE

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**PGA OF AMERICA ANNOUNCES SEASON OF WOMEN'S GOLF INITIATIVES
TO ENHANCE A KEY SEGMENT TO THE GROWTH OF THE GAME**

ROCHESTER, N.Y. — The PGA of America announced a busy schedule of women's golf initiatives ranging from grassroots player development, an online video series, an alliance with the WNBA, Play Golf America Days and special events in conjunction with major spectator championships to help grow this influential segment of golfers and bring more women to the game.

PGA of America research revealed that women accounted for 63 percent of all the new players to the game of golf through 2006, while the National Golf Foundation reported in 2007 that the total women players in the U.S. grew to 6.4 million, an eight percent growth since 2002, including 926,000 junior girls ages 6 to 17 and 5.5 million women ages 18-and-older.

“The PGA of America recognizes the key role that women players have in the growth of the game of golf,” said PGA of America President Brian Whitcomb. “Our Association is engaging our membership to reach out to their local communities; to encourage facilities to participate in American Express Women's Golf Month, to take advantage of Play Golf America Days and market to this influential segment of the game.

“The woman golfer is a vital key to the game's vitality, and we are pleased with the initial response to these programs in bringing more to the game and sustaining interest among many age divisions.”

The women's initiatives coincided this week with The PGA of America presenting the 2008 PGA First Lady of Golf Award to LPGA and PGA Professional Carol Mann, who conducted a clinic Monday afternoon for the Rochester Chapter of the Executive Women's Golf Association.

“Beyond any program or endeavor that may be developed for women, we all want golf to be a quality experience,” said Mann. “I am very happy to see The PGA of America guide this new set of initiatives. We must be mindful that in planting the seed to those to join the game, that we plant it with care. Many women don't want to be the most competitive in the game, but they do want an experience that involves their families. The geometric effect of women playing golf will multiply. It is a pyramid that will get bigger, provided the steps taken are with quality not quantity in mind.”

Page 2\PGA of America Women's Golf Initiatives

The PGA of America's schedule of programs feature American Express Women's Golf Month throughout June, a grassroots player development program spearheaded by The PGA of America, LPGA, Golf Course Superintendents Association of America, National Golf Course Owners Association of America and the Executive Women's Golf Association. The program is supported by *Golf For Women* Magazine.

Join the Club: Better Golf For Women presented by Kohler is an online video series showcasing the lives of women business executives, athletes, journalists and celebrities; an alliance with all 14 WNBA teams to feature a multi-faceted golf experience at basketball arenas nationwide; Play Golf America Days for Women and Women-Only events and Community Relations at PGA of America-sponsored spectator championships.

At closer glance, the 2008 PGA of America's Women's Initiatives:

June – American Express Women's Golf Month

American Express® Women's Golf Month, supported by *Golf For Women* magazine, is a grass roots player development program spearheaded by The PGA of America, LPGA, GCSAA, NGCOA and EWGA to make learning and playing golf fun in a women-friendly environment. Due to the success of past American Express Women's Golf Weeks, this Play Golf America initiative has been expanded this year from a week-long to a month-long promotion.

American Express Women's Golf Month, now in its fourth year, is scheduled to be held at golf facilities across the U.S. throughout June and will offer women 14 years of age and older free golf clinics conducted by PGA and LPGA Professionals, plus golf-related networking, social activities and special playing opportunities customized by each host facility.

More than 1,000 golf facilities are projected to host activities. Additional details can be found at PlayGolfAmerica.com.

Join the Club: Better Golf For Women presented by Kohler

Some of the country's leading female executives who have made the game of golf an integral part of their lives are featured in video vignettes on PGA.com in "*Join The Club: Better Golf For Women presented by Kohler.*" The online video series debuted April 17, and continues through Sept. 20, showcasing the lives of business executives, athletes, journalists and celebrities.

Among those profiled are former Olympic gymnast Shannon Miller; Turner Sports Senior Vice President of Marketing Jenny Storms and former WUSA President Lynn Morgan, who currently serves as vice president of marketing for Manheim Consultants.

Golf and the WNBA

Through its network of regional Sections, The PGA of America has teamed up with the 14 WNBA Teams to launch a multi-faceted golf experience. The primary focus is Game Day Experiences where PGA and LPGA Professionals will use inflatable nets to provide free lessons for spectators, plus organize a contest on court at half-time, as part of WNBA games.

Other efforts could include inviting WNBA Players to PGA Play Golf America Days and other one-day activities to receive instruction from PGA and LPGA Professionals to provide WNBA athletes an introduction to the game of golf. Learn to Play Golf America sessions are also planned for WNBA players and staff, providing a structure experience to truly develop them into golfers.

Play Golf America Days for Women

The PGA will take advantage of their well-established PGA Play Golf America Days, one-day consumer golf festivals, as a vehicle to bring women into the game. The PGA projects that a high percentage of the 90-plus events scheduled for 2008 will include clinics and activities conducted exclusively for women. On March 30, The PGA of America conducted the first ever Women's Play Golf America Day at the PGA Learning Center in Port St. Lucie, Fla. The day was filled with activities to celebrate and enhance the importance of women golfers in sustaining the growth of the game. Led by a team of 20 PGA Professionals, the day was an opportunity for more than 500 women of all levels and abilities to get exposed to the game.

Other similar events included Fort Jackson Golf Club's PGA Play Golf America Day on April 26 in Columbia, S.C., and at Eagle Ridge Golf Club's PGA Play Golf America Day on May 4, in Lakewood, N.J., where a Women's-Only Teaching Area was set up to provide complimentary instruction from female PGA Professionals. The complete schedule is available on www.PlayGolfAmerica.com

Women's-Only events/Community Relations at PGA-Sponsored Championships

The 69th Senior PGA Championship was preceded by a series of events on Monday, May 19, which featured an Executive Women's Golf Association luncheon and clinic with PGA First Lady of Golf Carol Mann. The Rochester Region EWGA used this event to bring 50 women aspiring to learn the game in for a special experience. The event took place off-site at Genesee Valley Golf Course

The PGA Championship will offer a similar experience, however the activities are schedule to take place on the tournament site at Oakland Hills Country Club in Bloomfield Township, Mich. On Aug. 5, an anticipated 100 women will participate in the EWGA's Member Get-A-Member program and treated to a day long schedule of activities hosted by The PGA of America. The highlight will be exclusive instruction provided by PGA Professionals in the PGA Learning Center tent.

Since 1916, The PGA of America's mission has been twofold: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf.

By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the \$76 billion golf industry.

By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere.

The PGA of America brand represents the very best in golf.

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