

PLAY GOLF AMERICA DAYS

Along with the inception of Play Golf America in 2004, *PGA Magazine* and Reed Exhibitions teamed up with The PGA of America to help make golf available to the masses through a series of golf festivals that are free to consumers. Promoted as Play Golf America Days, these events held at golf courses and ranges across the country have featured PGA Professional instruction, golf clinics, equipment demos, contests and other activities designed to introduce the game to new golfers and make existing players more excited about the game.

Play Golf America Days has experienced extensive growth, expanding from just three events during its first year to more than 90 events in 2008. This expansion can be attributed to the enthusiastic commitment from the 41 PGA Sections, which were responsible for conducting the events, thanks to their strong convictions that Play Golf America positively impacts the game.

American Express, Buick and RBS are all presenting sponsors of Play Golf America Days, providing the means for banners, collateral, marketing support and other materials to be allocated to PGA Sections. Play Golf America Days also benefited from ongoing support from major golf manufacturers.

FIVE-YEAR HISTORICAL FACTS & FIGURES (2004-2008)

- 235 Total Play Golf America Days
- 360 Average Attendance Per Event
- 85,000 Total Attendance

Play Golf America Days consumer profiles have consistently shown:

- 36% New or Former Golfers
- 25% Women
- 23% Minorities

PLAY GOLF AMERICA DAYS HIGHLIGHTS

- Haggin Oaks Golf Complex in Sacramento, Calif., welcomed a record 2,200 people in 2005
- Del Turra Golf & Country Club in Ft. Myers, Fla., sold a house in their community to an attendee
- The Indianapolis Colts brought the Super Bowl's Lombardi Trophy to The Legends Golf Club in Franklin, Ind.
- The Carolinas PGA Section has conducted 28 Play Golf America Days over the past five years



PLAY GOLF AMERICA SPECIAL EVENTS

Expanding from the success of Play Golf America Days, the industry has looked for ways to bring interactive golf experiences to events where instruction was not traditionally provided.

The origins of these efforts can be traced to 2004 at select PGA TOUR events, which allowed PGA Sections to set up nets and give free 10-minute lessons. As Play Golf America grew, opportunities for similar experiences presented themselves at venues such as the Country Music Awards and spectator events preceding the Indianapolis 500 and Kentucky Derby.



By 2007, The PGA of America made a commitment to provide Play Golf America experiences on-site during its major Championships, beginning with the 2007 Senior PGA Championship at Kiawah Island (S.C.) Golf Resort. A few months later, inflatable nets branded with the Play Golf America logo were used on-site at the 89th PGA Championship at Southern Hills Country Club in Tulsa, Okla.

The public's positive response led to the creation of the PGA Learning Center presented by American Express, a 6,000 square-foot tent erected at the 2008 PGA Championship at Oakland Hills Country Club outside Detroit and the Ryder Cup at Valhalla Golf Club in Louisville, Ky. These special initiatives featured hitting bays, a chipping area and a putting green, all designed for instruction and other interactive experiences, free for spectators. These two experiences alone attracted 32,000 visitors. Combining totals from the five Play Golf America experiences conducted at The PGA's major Championships, 300 PGA Professionals provided direct, hands-on instruction to 9,500 golf fans.

Other successful events included: RBS Leaderboards, interactive golf events set up in financial districts in Boston, Detroit and Chicago during the U.S. Open and PGA Championship; and free 10-minute lessons provided on game days as part of MLB, NHL, WNBA and NASCAR events, as well as sporting events at several major colleges.

