



PGA™

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**PGA GOLF PROPERTIES RENEWS AGREEMENT WITH COVERSHOTS TO SERVE AS
'PREFERRED MOBILE CANOPY SUPPLIER' THROUGH 2014**

PORT ST. LUCIE, Fla. – The PGA of America has renewed an agreement with CoverShots to serve as the “Preferred Mobile Canopy Supplier of PGA Golf Properties” through 2014, continuing a long-standing, signature canopy presence at the 35-acre PGA Center for Golf Learning and Performance practice, instruction, technology and fitness complex.

A CoverShots™ Mobile Canopy provides shade on a driving range or practice facility, making the location distinctive and desirable. The unit is moveable, allowing facilities to set their tee line or hitting stations every day, if desired. The tent effect of the awning on a CoverShots Mobile Canopy affords PGA Professionals and golfers an opportunity to teach or practice on natural grass, rather than mats, with little regard to the weather.

“PGA Golf Properties is delighted to extend our agreement with CoverShots over the next four years,” said Bob Baldassari, PGA general manager, PGA Golf Properties, which encompasses the PGA Golf Club, PGA Center for Golf Learning and Performance and the PGA Historical Center Golf Museum, in Port St. Lucie, Fla. “Protecting our customers from the elements is a critical element in ensuring the growth of our business. With six CoverShot canopies at our facilities, we are able to offer protection daily for people who are sensitive to UV rays, while also having the unique ability to mobilize the canopy to various locations on our property. This enables us to adjust to weather conditions and highlight different areas of one of the top-ranked practice facilities in the world.”

According to CoverShots research, PGA Professionals and facilities with a canopy earn more income by increasing range ball revenue and reducing lesson cancellations due to heat and/or rain. Ranges and golf courses with a CoverShots canopy have reported documented increases of up to 27 percent of range ball sales, club and soft good sales, and similar increases in food and beverage revenues. The canopy provides protection from the harmful effects of UV rays, which reduces the risk of skin cancer.

“CoverShots is pleased to continue its long standing relationship with The PGA of America,” said Randy Naylor, president, CoverShots. “PGA Golf Properties has been a big supporter of CoverShots over the years, verifying to us the demand for our product at one of the top practice facilities in the entire game.”

About PGA Village:

The Ryder, Wanamaker and Dye Courses form a trio of world-class courses at the PGA Golf Club, at PGA Village in Port St. Lucie, Fla. Named by *Golf Digest* as one of the “75 Best Golf Resorts in North America,” PGA Village also features the award-winning, 35-acre PGA Center for Golf Learning and Performance and PGA Historical Center golf museum. The PGA Golf Club exists to be one of the premier public-access resort facilities in America, complete with a Private Members Club, and also serves as the home club for our 28,000 PGA Professionals. For more information, please visit www.pgavillage.com.

About The PGA of America:

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 multi-billion dollar 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.

About CoverShots:

CoverShots is the only multi-station clear-span patented mobile canopy system available for golf practice facilities today. CoverShots offers canopy sizes from 24’ to 104’ in length. For almost 15 years, CoverShots has demonstrated over and over again its ability to increase range revenue, lesson revenue and food and beverage revenue, therefore recouping the investment in a reasonable period of time.

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