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## **GOLFSMITH TO OPEN SCOTTSDALE GOLF SUPERSTORE, BOOSTING ITS PHOENIX AREA RETAIL FOOTPRINT TO THREE STORES**

*Store Benefits Include GolfTEC Learning Center and Golfsmith's Value-Added Retail Services, Such as its CLUBVANTAGE™ Club Performance Program and "100/100 Playability Guarantee"*

**AUSTIN**, March 18, 2004 – As part of its national expansion plan, multi-channel retailer Golfsmith International, Inc., is teeing up an aggressive attack on the Phoenix golf retail market.

This week, the national golf retailer will open a 15,000-square-foot superstore at 15452 North Pima Road in Scottsdale. With existing stores in Chandler and Glendale, the new site represents Golfsmith's third store in the Phoenix metropolitan area – one of the top 10 golf markets in the United States.

The retailer now operates 41 stores across the U.S. and will reach 42 stores in April 2004. This comes on the heels of an aggressive 2003 expansion in which Golfsmith increased its retail footprint by 12 stores.

"We are reinforcing our commitment to Phoenix, which ranks among the nation's largest golf markets," said Jim Thompson, president and CEO of Golfsmith, a portfolio company of First Atlantic Capital, Ltd. "With our new in-store design and the convenience and flexibility of our multi-channel retail model, we are confident that we are giving Phoenix-area customers the best retail experience in golf."

In addition to the most extensive selection of pro-line golf clubs, accessories and apparel from the leading brands in golf, the new store offers Scottsdale customers a distinct golf retail experience:

- **GolfTEC Learning Center** – The GolfTEC Learning Center improves golf swings through a distinct blend of human touch and high-tech. Every GolfTEC lesson integrates the skills of a certified PGA teaching professional with its Swing Element Video Analyzer (SEVA) – a proprietary system comprised of video analysis, 3-D motion analysis, impact analysis and biofeedback technology. GolfTEC's proprietary database also enables students to view, compare themselves to and learn from the swings of today's PGA Tour professionals. Afterwards, students can view and analyze their lessons from home over the Internet. In the coming months, GolfTEC also will be featured at Golfsmith's Chandler store.
- **CLUBVANTAGE** – CLUBVANTAGE delivers significant value beyond the manufacturer warranties that cover golf clubs. The multi-year program offers members hundreds of dollars in value on maintenance services such as club repair, regripping, reshafting and cleaning. The program also provides as much as 15 to 20 percent added value on club trade-ins and Golfsmith merchandise.
- **"100/100 Playability Guarantee"** – Customers have 100 days to return their golf club purchases and receive an in-store credit for a different set of clubs worth up to 100 percent of the original purchase price. Golfsmith is the first golf retailer to introduce such an aggressive playability guarantee nationwide, which ultimately ensures that consumers buy the right clubs for their needs.
- **Specialty Retail Services** – Golfsmith delivers innovative services to help consumers derive the most value and satisfaction from their purchases. A sampling of services include: Mail-In Rebates on select golf clubs, Golfsmith's 115 Percent Low Price Guarantee, equipment trade-ins, pre-owned golf clubs, Golfsmith Gift Cards, golf club repair, and complimentary custom fitting on all golf clubs.
- **Built-to-Order Golf Clubs** – Golfsmith stores feature custom-fit departments with the latest golf club components from Snake Eyes®, Golfsmith®, Harvey Penick®, Killer Bee®, Spalding®, Adams Golf® and Zebra®. Consumers have access to weekly, in-store clubmaking

classes for beginners and advanced clubmakers that cover custom clubmaking, club re-gripping, and clubhead and shaft technology.

In addition to local superstores, Phoenix-area golfers will have the ability to shop at their convenience, 24 hours a day through Golfsmith's accessory and clubmaker catalogs, and its Internet store at [www.golfsmith.com](http://www.golfsmith.com).

With superstores reaching from New Jersey to California, Golfsmith is a true national golf retailer. Its 41 superstores, which range in size from 10,000 – 30,000 square feet, are located in the following 14 markets: Atlanta (3); Austin (2); Chicago (4); Columbus, Ohio; Dallas (3); Denver (2); Detroit (3); Houston (3); Los Angeles (6); Minneapolis; Morristown, New Jersey; New York (3); Phoenix (3); and San Francisco Bay Area (6).

Golfsmith International, Inc. is a multi-channel retailer of golf equipment, merchandise and training curriculum for consumers and golf clubmaking businesses. With more than 1,100 employees worldwide, Austin-based Golfsmith operates 41 retail superstores throughout the United States, distributes the Golfsmith clubmaker and accessories catalogs, and runs an online store at [www.golfsmith.com](http://www.golfsmith.com). Through each channel, the company offers consumers a wide range of pro-line equipment and apparel, as well as Golfsmith's proprietary brands. Since its inception in 1967, Golfsmith has designed and marketed golf clubs, golf club components and accessories, which today are sold under the following proprietary brands: **Lynx®**, **Zevo®**, **Snake Eyes®**, **Golfsmith®**, **Harvey Penick®** and **Killer Bee®**. Golfsmith also conducts year-round training programs for clubmakers and hosts the Harvey Penick Golf Academy, which has taught Mr. Penick's renowned golf techniques to more than 17,000 golfers. The company also operates wholly owned distribution centers in the United Kingdom and Canada, and it works with distributors in Italy and Japan. First Atlantic Capital is the majority shareholder of Golfsmith.

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