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2007 Off-Course Golf Retail Report Finds The Big Are Getting Bigger

Omaha, NE – Longitudes Group today announced the release of its 2007 Market Trend Report on USA Off-Course Golf retail. 2007 marks the year in which the scales now officially tip to the large retailers in the industry. It marks the first year where more than 50% of the total floor space in the market now belongs to Big Box locations.

First released in 2004, Longitudes Group annually tracks the growth and contraction of the Off-Course retail market. The report includes a complete analysis of 190 markets tracking last year's metro-by-metro changes both in the number of stores and the expansion/contraction of total retail square feet. In the overall off-course retail segment, the trend shows the large format retailers are aggressively opening stores across the country, putting many smaller stores out of business. These 'Big Box' stores grew even more dramatically, now representing 18% of all stores, but 55% of all retail space in the channel.

Key findings of the 2007 research include:

- Total square footage of off-course retail increased by 6.5%, while the number of total off-course doors decreased by 5%.
- Overall, out of 190 DMAs that have at least one off-course golf retail store, 35% lost doors, 14% gained doors, and 51% remained the same.
- With two new Plano, Texas locations opening, PGA Superstores account for 560,000 square feet, or 6.35% of the market. Without these superstores, the average US off-course golf retailer store size would be 5,300 square feet, compared to 5,500 square feet.
- Phoenix, AZ suffered the largest number of store closings (8).

Each metro area represented a unique mix of supply and demand variables indicating any number of influences that can impact the success of a location and local/regional market dynamics. Success in Off-Course Golf is not a simple matter of luck. Understanding the significant market differences is crucial to the success of manufacturers, retailers, real estate professionals and many in the business of golf. This one-of-a-kind report uncovers these market differences and will be an invaluable tool in discerning new opportunities for off-course retail expansion.

"In our fourth year of tracking this golf distribution channel, the number of stores continues to erode while the amount of square feet in the market place explodes," stated Sara Killeen, President of Longitudes Group. "When a Big Box retailer enters a new market, it's clear their intention is to dominate at all costs."



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The Research

Calls to retailers were conducted via Longitudes Group outbound research and call center, based in Omaha, Nebraska. These phone surveys established a baseline count of stores, store size and product categories carried. Retailers that had gone out of business, moved locations, or were incorrectly categorized as brick and mortar golf retailers were removed from the list or updated. Additional sources were utilized such as on-line yellow page list services, in-market personal interviews with industry participants, and company websites.

The report is affordably priced at \$375 per copy through Longitudes Group website, www.longitudesgroup.com/reports . For further information on the preparation of a custom analysis please contact Sara Killeen at (402) 991-6620.

Longitudes Group, LLC, headquartered in Omaha, Nebraska, is a research and marketing company providing unique analysis on the travel and spending behaviors of avid golfers. Armed with a database containing information on the behavior of 6.0 million avid golfers mapped by county and zip code, Longitudes Group uses a geo-demographic approach to probe both the location and travel behavior of the avid golfer population. On the supply side, Longitudes Group has built the most up-to-date database of golf retailers including 16,000 golf facilities, 1,574 off-course retail stores and 2,000 chain sporting goods store. For more information, visit the company online at www.longitudesgroup.com.

Contact:

Sara Killeen
Longitudes Group, LLC
sara@longitudesgroup.com
(402) 991-6620