

## **For Immediate Release**

August 31, 2009

### **“Local Market Potential for Golf Equipment No Longer A Guess”**

Omaha, NE – Longitudes Group announces today that golf hard goods and soft goods market value reports are now available for every metro area, small city or equipment sales territory in the country. Previously developed exclusively for Longitudes Group golf database licensees, the new release allows golf retailers, facilities, or manufacturers to measure the market value for nine different golf product categories for a local or regional market. The market value reports allow local golf stakeholders to measure market potential, market share and the impact of the local competition.

Market values are available in wholesale or retail dollars for the following product categories:

#### **Total Hard Goods**

- Woods
- Iron Sets
- Wedges
- Putters
- Golf Balls
- Gloves
- Bags

#### **Total Soft Goods**

- Apparel
- Footwear

This powerful report measures in dollars what share of the \$5.5B golf retail marketplace resides in local trade areas and sales territories. Reports are available by metro area (CBSA or DMA) or 5/10/15 mile trade areas for a specific retail location. Retail market value reports are available starting at \$450.

For more information, please visit [www.longitudesgroup.com/retail](http://www.longitudesgroup.com/retail)

###

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 analyzing America’s affluent consumers. On the supply side, Longitudes Group has built the most up-to-date database of golf retailers including 16,000 golf facilities, 3,100 golf real estate developments, 1,234 off-course retail stores and 2,000 chain sporting goods stores. For more information, visit the company online at [www.longitudesgroup.com](http://www.longitudesgroup.com).