Editor's note: If you can't already tell from reading the headline, this is a satire. So please don't start any e-mail rumors!

For Immediate Release

June 16, 2008, New York — The United States Golf Association (Nasdaq: U$GA) yesterday completed an initial public offering of 9 million shares of common stock at $17 per share. The stock rose more than 225 percent to $55.37 on the first day of trading.

Springlike Partners, a new venture capital firm supervising the cross-pollination of rule-making bodies with golf equipment manufacturers, invested a total of $19 million in the U$GA (the organization formerly known as the USGA) and fortified its status as a leader in rule-making compromise.

Springlike was also attracted to the U$GA's monopoly in the lucrative golf-handicap service industry; a robust real-estate presence in New York; its new amateur status buy-back program; and a strong corporate chalet growth forecast for the organization's marquee event, the U.S. Open.

Springlike Partners teamed with Hubris, Avarice and Gall to co-manage the underwriting syndicate offering shares to the public. Springlike also holds the first option to handle this fall's spin-off of the U$GA Green Section (Nasdaq: LUSH).

A leading provider of golf course services, the Green Section is facing a mandate from its parent company to pursue management contracts.

Golf courses can also purchase the USGA's golf course par-protection plan, a highly popular program that lengthens and narrow fairways to defend par against the USGA-endorsed golf equipment line.

The par-protection plan notifies clients in advance of pending distance increases, allowing them to maintain their par integrity ahead of non-USGA courses.

“We invested in the U$GA based on its promising relationship with the technology companies in what was a dwindling market,” said Ed Fineglemerger, senior vice-managing general partner at Springlike Partners. “We've enjoyed working with the USGA to help it discard what principles it still had to meet the high demand for its untapped growth services. We look forward to this fall's promising spin-off of the Green Section.”

The USGA will now allow the consortium of golf equipment companies to finally deliver the consumables necessary to grow golf, which has seen a steady decline in participation over the past 10 years. The longtime 14-club rule has also been dropped, finally allowing consumers to buy and carry as many clubs as they need.

Blurring the equipment rules allows the USGA to put the latest technology in consumers' hands, which is the reason people play golf — to consume equipment based on marketing preferences.

“With a renewed consumer appetite for unregulated equipment, the USGA will also profit from the expansion of golf courses by creating a new cottage industry that capitalizes on courses adjusting to new driving distances,” said Springlike junior analyst Travis Undervalue. "It's a win-win for shareholders and bodes well for the Green Section spin-off.”

This press release does constitute an offer to sell nor the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer is made (or not made).

Geoff Shackelford's new book is titled Grounds for Golf: The History and Fundamentals of Golf Course Design. He can be reached at geoffshackelford@aol.com.