

## clubessential, EZLinks Golf agree on merger

VIENNA, Va. — clubessential, provider of web-based software products enabling interactive communications within golf and social clubs and EZLinks Golf, a tee time software provider, have agreed to preliminary terms of a merger.

clubessential's private label products allow club communi-

ties to extend their events and activities on the Internet. Such online services include news, interactive calendars, event registration, club newsletters and private messaging. The software enables club managers and members to expand communication options.

With this private internal com-

munication, members and managers can control every component of club life from tee times, event calendars and dinner reservations as well as photo galleries, member and staff rosters and newsletters.

California-based KSL Recreation, an owner/developer of resorts and clubs, along with

equity sponsor Kohlberg Kravis Roberts & Co., have provided the backing for this Internet start-up company. Both KSL Recreation and Troon Golf are clients of EZLinks Golf.

EZLinks Golf is a golf services network providing tee time reservations, handicap computation services, phone call outsourcing, payment processing and marketing consulting to more than 450

golf courses, hotels and travel companies across the country. The firm has booked over 25 million rounds since 1996 and recently launched a handicap network in Arizona.

Steve Elliott, chief executive officer of clubessential, said the firm has partnered with Troon Golf to utilize clubessential software as Troon's club communication system companywide.

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## Arizona golf associations sign EZLinks

BURR RIDGE, Ill. — EZLinks Golf, Inc., has launched its EZLinks GolfNetwork, using Web technologies to make handicap services faster, more convenient and more cost-effective for member organizations.

The network's landmark first users are the Arizona Golf Association (AGA) and the Arizona Women's Golf Association (AWGA), which serve the state's 450-plus golf courses and clubs with more than 85,000 member golfers. The EZLinks Golf Network will be private-labeled for the AGA and AWGA as the Arizona Handicap Network.

EZLinks Golf has provided each AGA-member course and club with the hardware, software and tech support required to establish and maintain connections to the EZLinks Golf Network. The system enables golfers to post their scores in an online database for immediate publication and handicap computation, directly from a terminal computer at the course. From home, golfers will also be able to review their own scores and those recorded by their peers.

Developed in conjunction with the AGA, the EZLinks Golf Network was created by EZLinks Golf consultant and former United States Golf Association (USGA) President Grant Spaeth and EZLinks Golf Vice President Dick Stroud, one of the original developers of the USGA's handicap system. The new system is designed to help regional golf associations.