

This is a glimpse of how golfers' behavior impacts the business of facility maintenance and management. It shows the link between the professional community and golfers. Throughout the year, we'll publish trends, likes/dislikes, suggestions and other information about your customers.

E-commerce, or purchasing goods and services through the Internet, is growing at a faster rate than the total U.S. economy. A report released in May 2007 by the U.S. Department of Commerce (regarding all consumers, not just golfers) indicates total U.S. revenue increased 8.1 percent from 2004 to 2005, while e-commerce revenue increased 17 percent during the same period.

With 27 percent of sales online, U.S. manufacturers rely more heavily on e-commerce than distributors or retailers. Business-to-consumer retail e-commerce increased from \$76 billion to \$96 billion, or 22 percent, from 2004 to 2005. However, e-commerce sales at retail outlets are modest at only 2.5 percent of total retail sales.

Forty percent of core golfers with Internet access indicated they visit golf-related Web sites at least monthly, according to the National Golf Foundation's 2007 golf consumer profile. While that's a substantial figure, it's less than the percentage who read golf-related magazines or watch golf on TV at least monthly - 60 percent and 82 percent, respectively.



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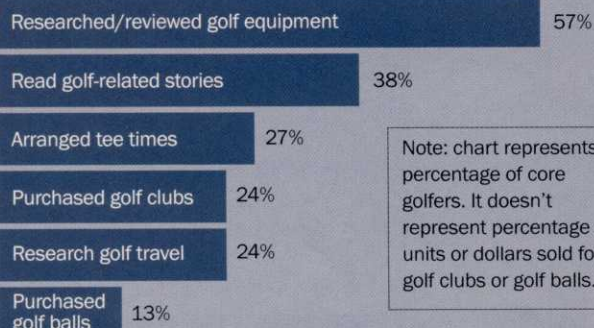
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When looking into golf-related Web sites, golfers are much more likely to read about or research equipment than to make a purchase. No doubt many do their research online then purchase at a traditional outlet. So, the Web continues to be a critical sales tool for manufacturers and retailers, even if all the clicking doesn't lead to an online purchase.

As with the overall U.S. economy, business-to-consumer e-commerce in golf has increased. Companies plying the equipment trade on the Web include traditional bricks-and-mortar retailers along with dedicated e-tailers. And core golfers are logging on to make their purchases because of the convenience, prices and ability to conduct research. **GC**

Source: National Golf Foundation

What core golfers did online (12 months)

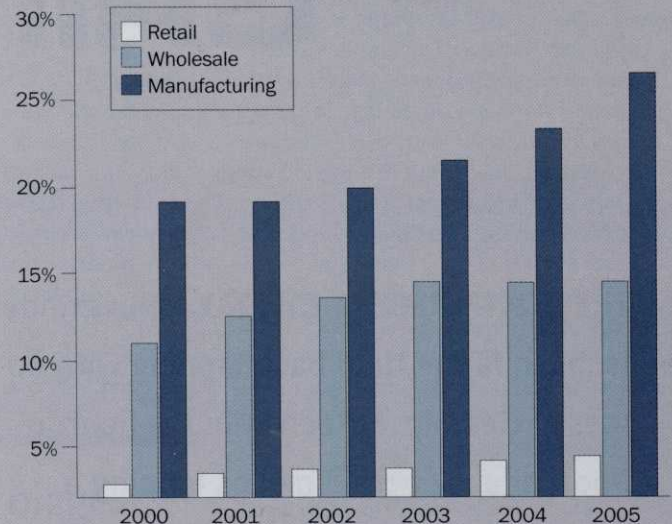


Note: chart represents percentage of core golfers. It doesn't represent percentage of units or dollars sold for golf clubs or golf balls.

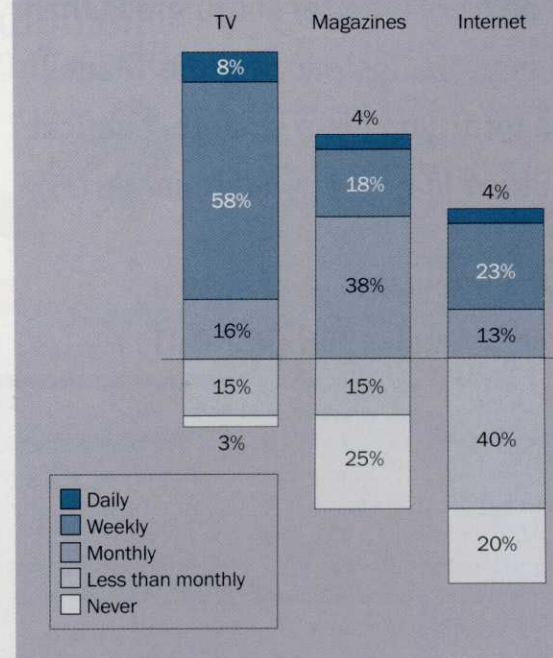
percentage of core golfers

Total U.S. economy

E-commerce as a percent of total value: 2000-2005



Frequency of golf-related media consumption - core golfers



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