

We take a look at how golfers' behavior affects the business of facility maintenance and management. Throughout the year, we'll publish trends, likes/dislikes, suggestions and other information about your customers.

Flatlining

The golf market continues to remain stagnant in terms of supply and demand growth, as it has for the past several years. Given existing economic conditions, which have worsened during the past few months, there's little to no growth expected this year in the areas of golfers, rounds and facilities – and the potential for a downturn has increased. For companies in almost every area of the market – manufacturing, retail, facilities, turf, media – it's a zero sum game because gains are offset by competitors' losses.

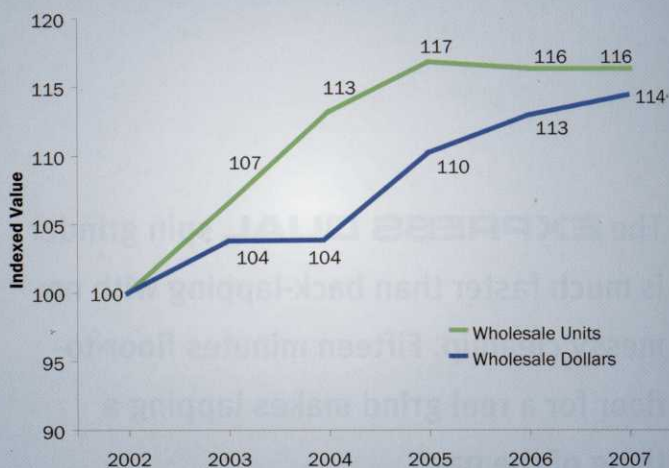
The charts on this page provide a glimpse of how equipment sales have performed for the past six years and how frequent golf participation has tracked during the past 20 years. The golf participation change from 2006 to 2007 is about 0.7 percent, which is an average of four percentages from different sources: the National Golf Foundation has the change at 0 percent, the National Sporting Goods Association has the change at -5.8 percent, Medimark Research & Intelligence has the change at -0.2 percent, and Simmons Market Research Bureau has the change at 3.1 percent.

Source: 2008 Golf Industry Overview, National Golf Foundation

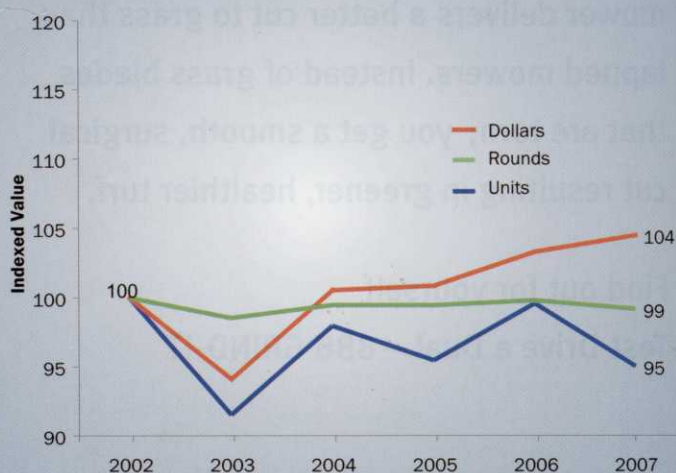


EQUIPMENT SALES

Golf clubs

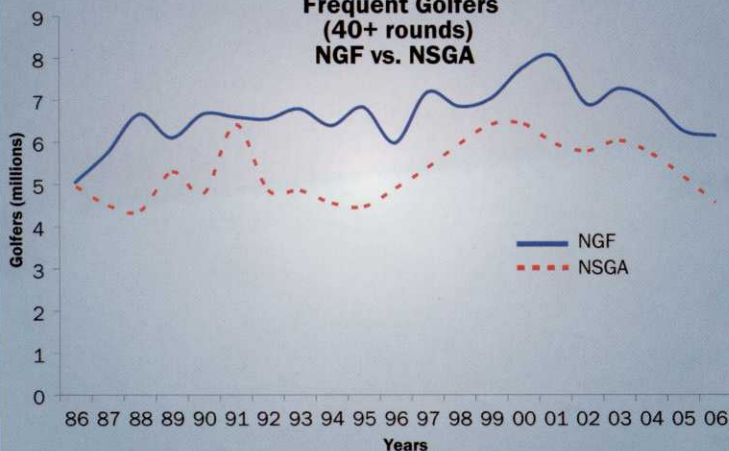


Soft goods



GOLF PARTICIPATION

Frequent Golfers (40+ rounds) NGF vs. NSGA



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