

Editor's note: This press release is only a spoof! But we wouldn't be surprised if a similar company emerges some day.

PRESS RELEASE

SANTA MONICA, Calif. – There is a question your patrons invariably ask, and one which the multi-million dollar golf industry struggles to answer every day: “Which hole is your ‘signature?’”

Do you know how to respond? Are you even sure which is the signature hole at your facility? Do you find yourself relying on the passé, “We don't have a signature hole. We like to think we have 18 signature holes.”

Worry no more. The American Society of Signature Hole Committees (ASSHCom) has unveiled its globally branded “American Signature Hole Program,” a fully integrated, multi-faceted, multiarchitectural outreach program designed to market and enhance the brand experience of your course by identifying your signature hole (or holes).

The ASSHCom rating teams consist of well-traveled, publicity-shy, single-digit handicap golfers. Our lineup of signature architects, course ranking panelists, noted television personalities, famous Tour players and award-winning developers will pinpoint your signature hole and identify the elements enhancing its marketability.

ASSHCom provides a multilayered agenda designed to fit our clients' needs. Each of our program choices comes standard with the following features: The client determines how many signature holes he would like and how he wants his hole (or holes) marketed for the targeted demographic. ASSHCom's annual signature hole list will be published in its lavish, once-a-year journal, *Cigars and Golf*.

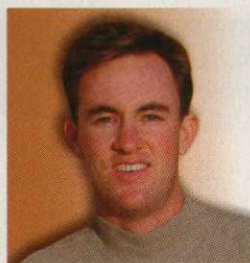
Meanwhile, a national registry of the world's fully branded signature holes will be listed on our award-winning website, www.ashcom.com. Depending on the program you select, ASSHCom will even copyright, trademark and handle all international royalties from courses replicating your signature hole's fully branded features.

How does our committee go about this difficult task and protect the needs of its clients? There are three ASSHCom program choices:

■ **The Classic Signature Program:** Holes are nominated from your course with the commit-

Do You Need a Signature Hole?

BY GEOFF SHACKELFORD



HAVE WE GOT A

PLAN FOR YOU!

INTRODUCING OUR

GLOBALLY BRANDED

'AMERICAN

SIGNATURE HOLE'

PROGRAM

tee branding one hole for signature status. Beautifully sculpted Formica-based signage is created for display on your signature hole. License fee: \$50,000 (not including journal subscriptions or shipping and handling of signage).

■ **The Titanium Signature Program:** The committee breaks down each of your holes should you decide that you have 18 signatures. Each signature hole will be classified by branded names of your choice (Championship Signature, Waterscape Signature, Award-Winning Signature, Bobby Jones Signature, etc.). Titanium hand-engraved plaques are created for display on each of your signature holes. The program includes all of the aforementioned options. License fee: \$100,000 (not including journal subscription, engraving and shipping of plaques).

■ **The Beryllium Signature Program:** All of the aforementioned elements included in the Titanium program, but also including full legal services designed to protect the brand integrity of your signature hole when others infringe on your ASSHCom registered trademark. Hole signage is made of the finest beryllium. License fee: \$300,000 (not including legal expenses).

To demonstrate the magnitude of the American Signature Hole Program, consider the ramifications had the Royal and Ancient GC of St. Andrews been a charter member back in the late 18th century. Under the Beryllium Program, the club would have collected billions of dollars in royalties from every 18-hole course that infringed on its unique 18-hole, par-72 brand.

ASSHCom, which is expanding to cities all over the world, is a production of Globally Integrated Cigars and Golf. Legal services are handled by the firm of Force, Majeure and Breach. For more information, call 1-800-Signature.

Geoff Shackelford's next book, The Art of Golf Design, will be released in November. He can be reached at geoffshackelford@aol.com.