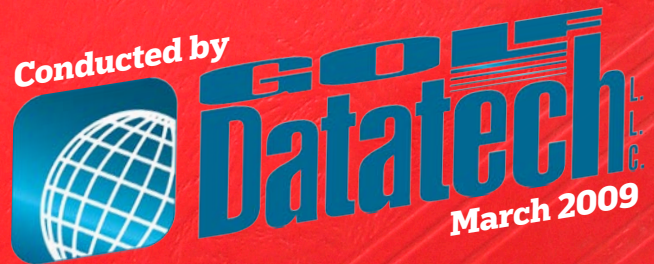


2009 WEEKLY GOLF PUBLICATION STUDY AT A GLANCE



WEEKLY GOLF
PUBLICATION STUDY

Conducted by



March 2009



Weekly Golf Publication Study – March 2009 Conducted by Golf Datatech LLC for Golfweek

Objective: Understand how serious golfers – those golfers who play a disproportionate number of rounds and buy equipment more frequently than the norm – read and feel about the weekly golf publications (Golfweek, Golf World and Sports Illustrated Golf Plus). Since this is a follow up to a 2006 study, data trends will be identified where appropriate.

Methodology: Utilize the Golf Datatech Panel of Serious Golfers to collect responses from a minimum of 750 respondents who read at least one of the weekly golf publications.

Serious Golfers Database: Since 1999, Golf Datatech has aggressively developed a sophisticated database of serious golfers, which today totals more than 32,000. All of these golfers have opted in to participate in Golf Datatech Web-based golf research studies, and the list is frequently purged to remove respondents who fail to respond or fail to maintain minimal requirements.

These serious golfers were obtained through years of in-person interviewing as well as e-mail marketing efforts utilizing permission-based databases.

The Golf Datatech Serious Golfer Database is geographically dispersed and consists of approximately 89% men. The mean age of the sample is 49, and they play more than 60 rounds of golf annually. 18% play most of their golf at private facilities, 81% have played for 10 years or more and, in total, this affluent and avid group of golfers has a combined mean household income of \$110k annually. An average respondent estimates that he/she spent close to \$900 in the past year purely on golf equipment (balls, clubs, gloves, bags and shoes).

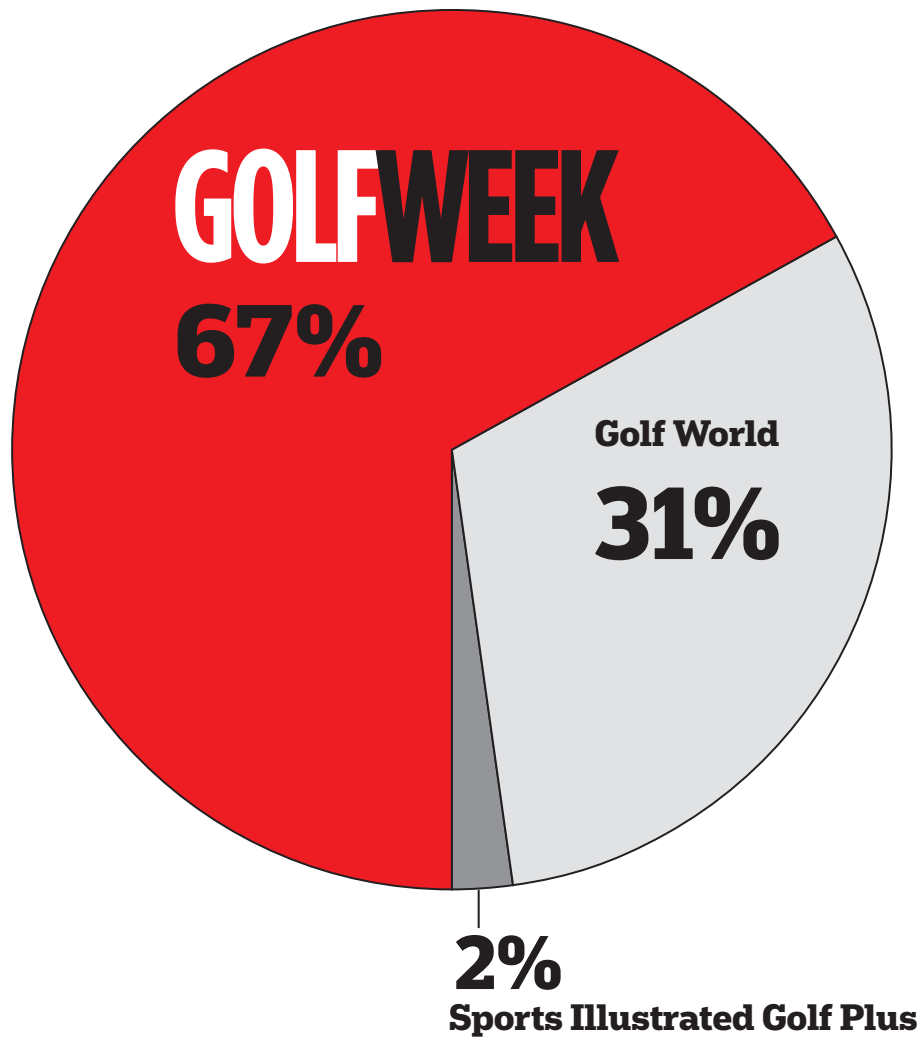
This database represents the cream of the crop of serious golfers – those respondents who play significantly more rounds and spend a disproportionate amount of money on the game.

Golfographics:

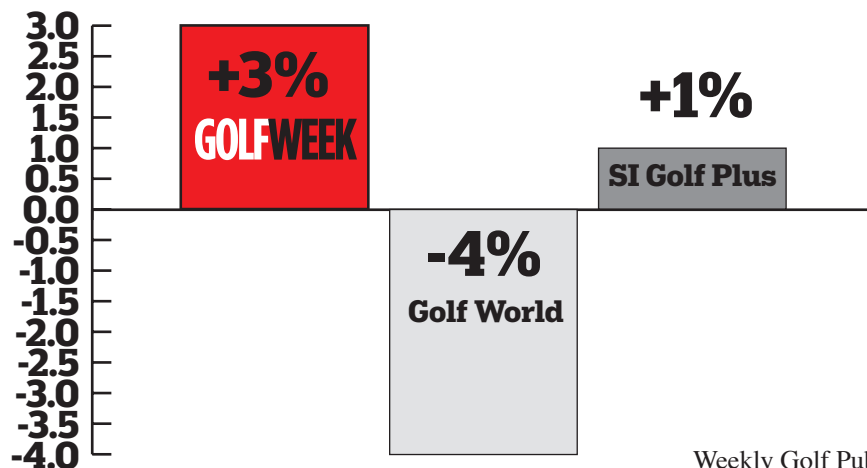
- There were 972 total respondents who indicated they have read a weekly golf publication at least once in the past year (out of 2,315 total respondents).
- 94% of the weekly readers were male, with a mean age of 46.6. The mean handicap was 13.3, and they played an average of 69 rounds in the past year. 85% have played golf for more than 10 years, and 22% play most of their golf at private clubs. The mean household income for the weekly readers was \$124k a year.
- Respondents estimated they spent \$891 on golf equipment during the past 12 months. Looking forward toward 2009, only 15% indicated they expect to spend more than in 2008, while 48% expect to spend the same and 38% expect to spend less.

What is your favorite weekly golf publication? (Unaided)

2009 Favorite Weekly

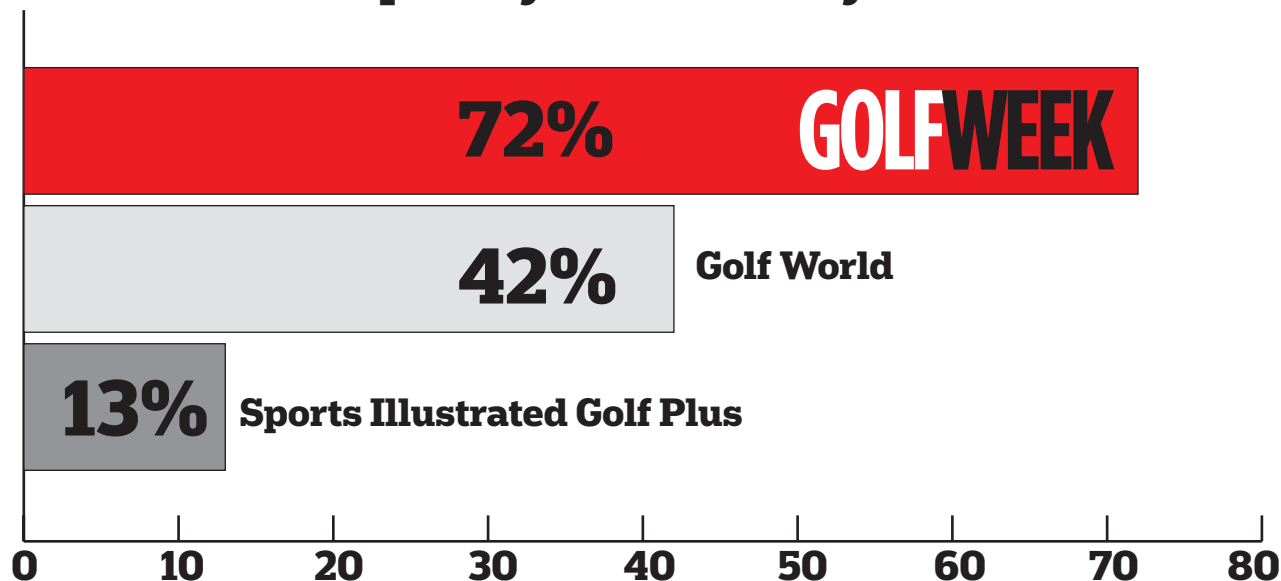


Trend of Favorite Weekly (2006-2009)

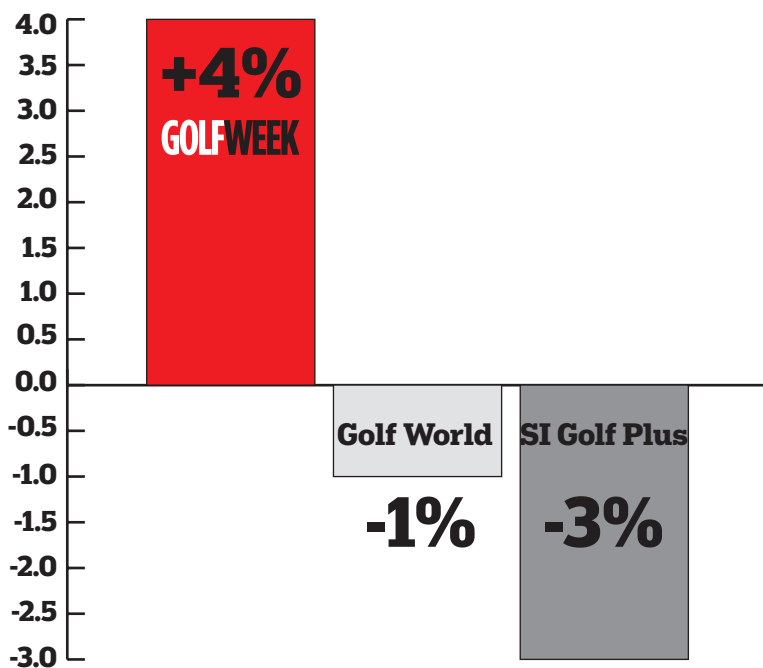


Which of the following weekly golf publications do you read frequently (at least once per month)?

2009 Most Frequently Read Weekly



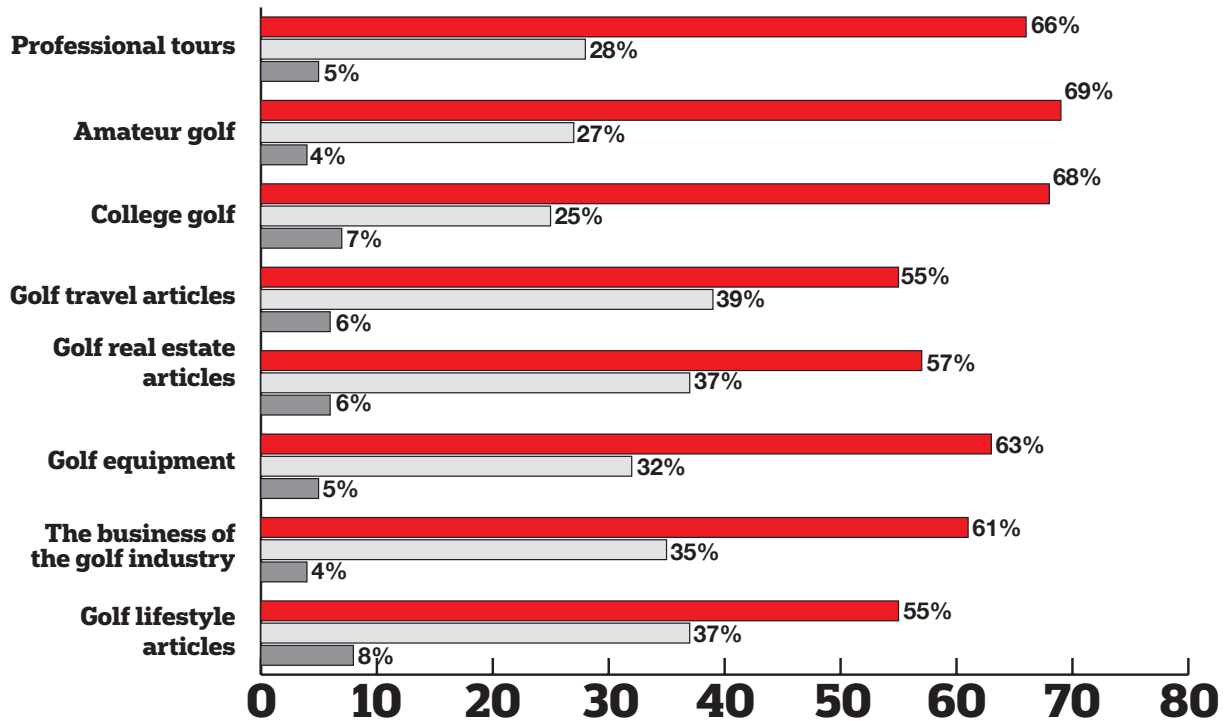
Trend of Most Frequently Read Weekly (2006-2009)



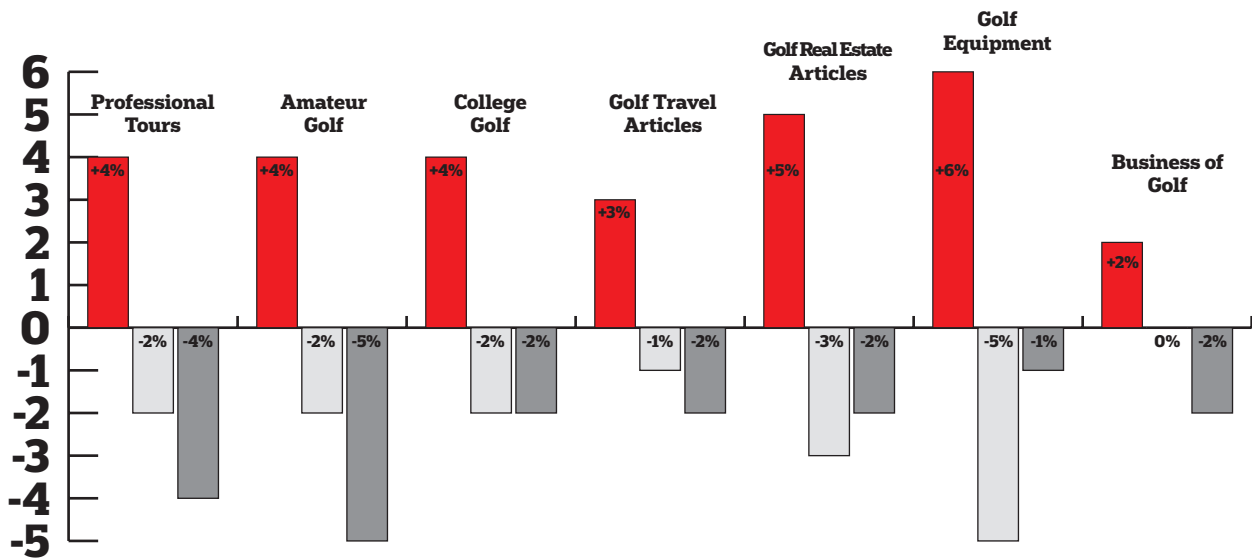
In your opinion, which weekly golf publication is best at reporting on...



2009 Best Reporting



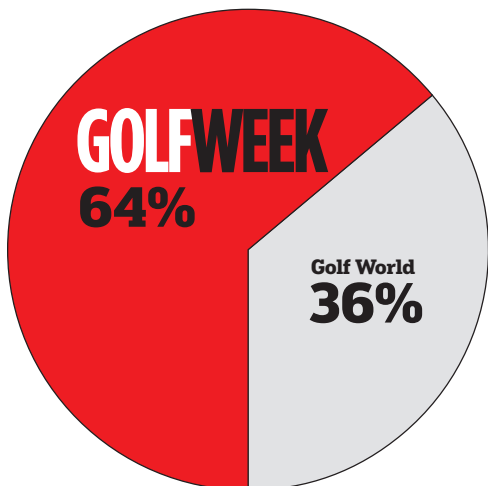
Trend of Best Reporting (2006-2009)



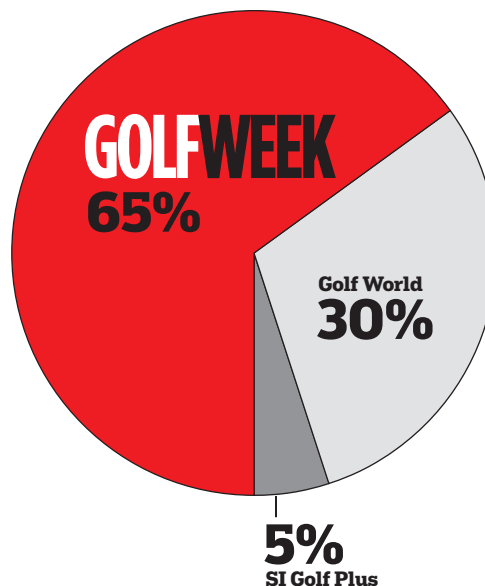
HEAD TO HEAD COMPARISON: GOLFWEEK VS. GOLF WORLD

[Respondents who read both Golfweek and Golf World frequently]

Name 2009 Favorite (unaided)

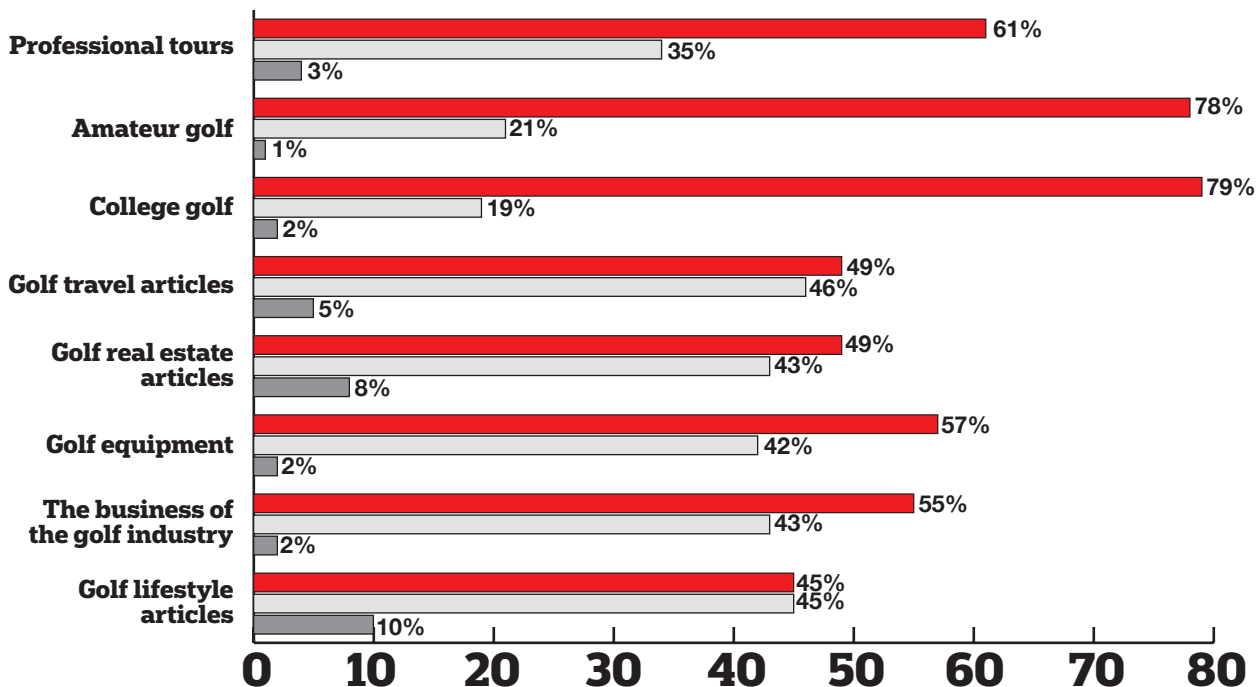


Rank 2009 Favorite



Which weekly golf publication is best at reporting on...

2009

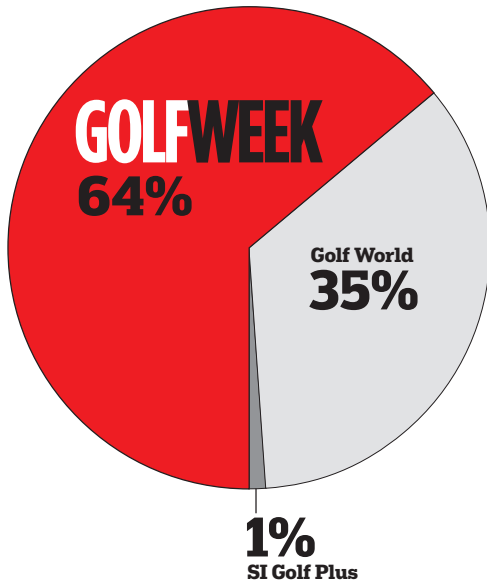


*small base

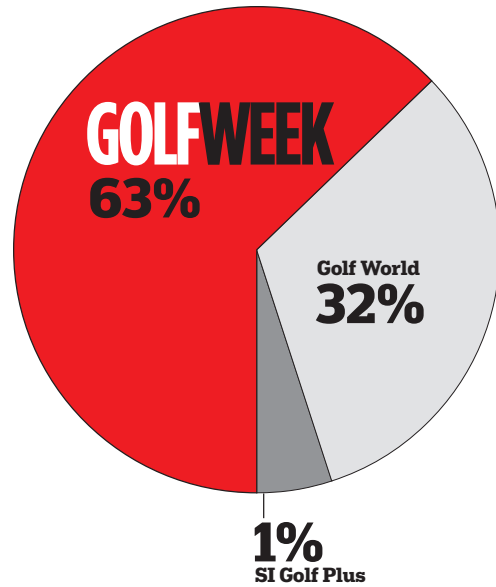
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[Respondents who read both Golfweek and Golf World at least once in the past year]

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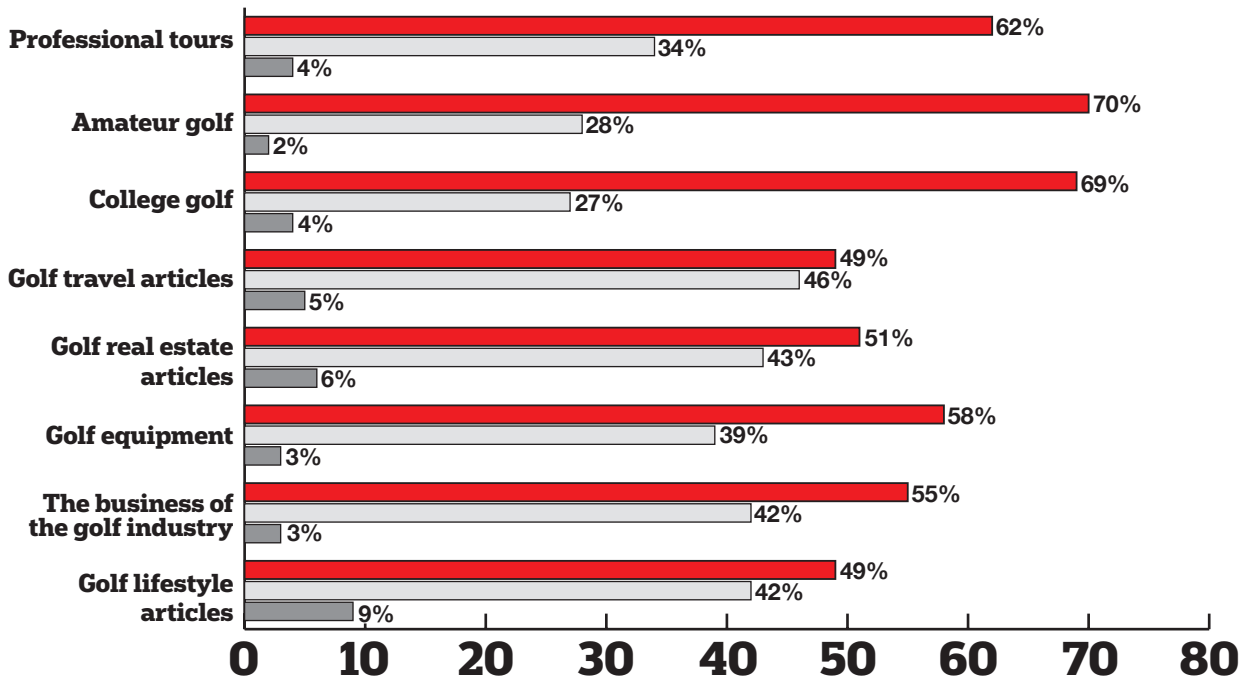


Rank 2009 Favorite



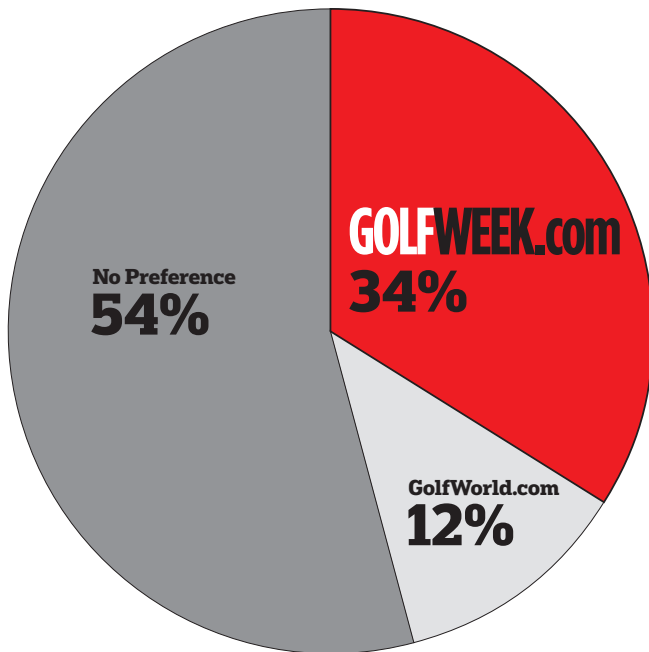
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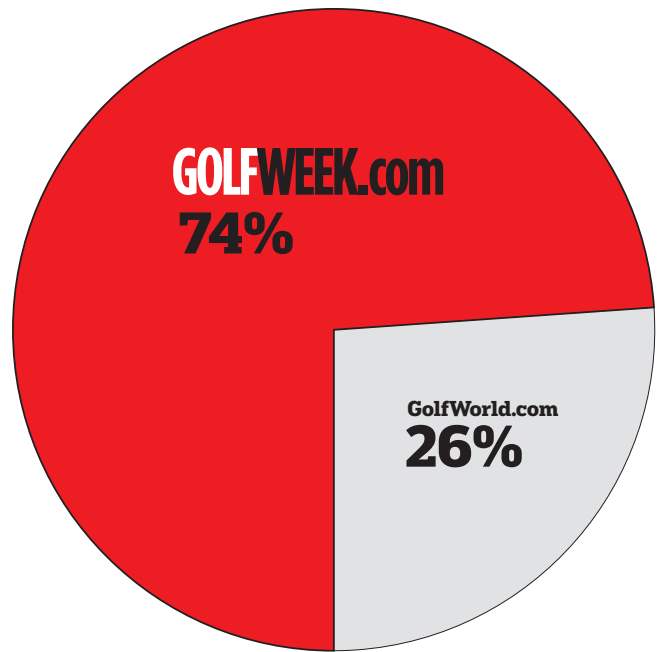


Which of the following two websites do you prefer?

2009 Website Preference



Of those that have a preference...



Weekly Golf Publication Study – March 2009
Conducted by Golf Datatech LLC for Golfweek

All AT A GLANCE statistics are based on findings from the

WEEKLY GOLF PUBLICATION STUDY

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For complete study results, please visit Golfweek.com/DatatechWeeklyStudy.