



Golfsmith Hires Dan Sawall as SVP/General Merchandise Manager

AUSTIN, Texas, Jul 06, 2009 (BUSINESS WIRE) -- Golfsmith International (NASDAQ: GOLF) today announced it has hired Dan Sawall as Senior Vice President and General Merchandise Manager. A 30-year retail veteran, Dan's career began in 1979 at Macy's where he spent four years before moving to Dillard's where he held various senior management roles in store operations and soft-lines merchandising. In 1998 Dan made the move to specialty retail joining Guess? Inc. as general merchandise manager of retail operations, overseeing 92 stores. In 2000 Dan moved to Pacific Sunwear as vice president and general merchandise manager of merchandising, design and field operations where he oversaw 103 stores in addition to leading all merchandising efforts.

Dan most recently worked as general manager for Nike Factory Stores, Inc. where he led the growth and development of Nike's outlet stores, managing a portfolio of 141 stores.

"Dan's experience and passion for merchandising excellence combined with his relationship skills will undoubtedly further strengthen both our merchandising efforts and our vendor partnerships," said Martin Hanaka, president and chief executive officer of Golfsmith. "We are thrilled to be welcoming Dan to a strong and growing management team. His tenure in retail and diversity in working for some of the best brands in retail will help us continue to grow and gain market share."

Dan is expected to join Golfsmith in August.

About Golfsmith

Golfsmith International Holdings, Inc. (NASDAQ: GOLF), is a 42-year-old specialty retailer of golf and tennis equipment, apparel and accessories. The company operates as an integrated multi-channel retailer, offering its guests the convenience of shopping in more than 70 stores across the United States, through its Internet site and from its assortment of catalogs. Golfsmith offers an extensive product selection that features premier branded merchandise, as well as its proprietary products, clubmaking components and pre-owned clubs.

SOURCE: Golfsmith International

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