



## **Golfsmith and GolfTEC Giving Away \$1 Million in FREE Lessons**

### ***Getting Better at Golf Just Got Easier***

AUSTIN, Texas, Jul 08, 2009 (BUSINESS WIRE) -- Golfsmith International Holdings, Inc. (NASDAQ:GOLF) is teaming with GolfTEC(R), the world leader in golf instruction, to give avid and aspiring golfers an opportunity to get new golf equipment and improve their games with \$1 million worth of free lessons from GolfTEC.

Starting today while supplies last, golfers who make a purchase of \$299 or more at any Golfsmith store across the country will receive a FREE 30-minute GolfTEC Swing Diagnosis conducted by a GolfTEC Certified Personal Coach. The swing diagnosis, valued at \$85, is one of GolfTEC's most popular lesson experiences as it isolates score-improving opportunities in any player's swing.

"At Golfsmith our goal is to help golfers improve their games with great equipment and professional instruction through our partners at GolfTEC," said Martin Hanaka, president and CEO of Golfsmith. "This groundbreaking promotion is yet another example of how Golfsmith is helping to grow the game of golf by providing great value to golfers around the country. More than 12,000 golfers will get free lessons with their purchase only at Golfsmith."

Adds Joe Assell, cofounder and CEO of GolfTEC, "The timing is right for golfers who want to get past plateaus in skill and score - and who value the right equipment and Coach guidance. I'd like to challenge players across the country to turn their on-course frustrations into positive action with this tremendous offer from Golfsmith."

To learn more about Golfsmith and GolfTEC's \$1 Million in Free Lessons promotion stop by any Golfsmith store or visit [www.golfsmith.com/freelessons](http://www.golfsmith.com/freelessons). This limited-time promotion is only available in Golfsmith's U.S. stores.

#### About Golfsmith

Golfsmith International Holdings, Inc. (NASDAQ:GOLF) is a 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 its 74 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.

#### About GolfTEC(R)

GolfTEC(R) delivers real, sustainable tee-to-green improvement in skill and score. Over 140 locations in the United States and Mexico feature fact-based golf instruction as well as club fitting expertise. With over 190,000 clients and 1.8 million lessons taught, GolfTEC(R) accelerates improvement using a combination of advanced technology and Coach guidance.

#### Cautionary Language

Certain statements made in this news release are forward-looking in nature and, accordingly, are subject to risks and uncertainties. These forward-looking statements are only predictions based on our current expectations and projections about future events. Important factors could cause our actual results, performance or achievements to differ materially from those expressed or implied by these forward-looking statements. Golfsmith (R) is a registered trademark of Golfsmith International Holdings, Inc.

SOURCE: Golfsmith International Holdings, Inc.

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