



Golfsmith Giving Away 25,000 Rounds of Golf

AUSTIN, Texas, Aug 06, 2009 (BUSINESS WIRE) -- Golfsmith is giving away what golfers want the most - a round of golf at a local course. **Golfsmith International Holdings, Inc.** (NASDAQ: GOLF) announced that starting today it is giving away 25,000 rounds of golf with any purchase of \$125 or more in all of its 74 retail locations across the country. The nationwide promotion is the largest of its kind and follows the success of Golfsmith's free golf and free lessons promotions earlier this year.

"Golfers love new golf equipment and they definitely love to get out and play," said Martin Hanaka, president and CEO of Golfsmith. "Despite the challenging economic climate, the number of rounds played in the U.S. this year equals last year, which clearly shows that golfers continue to support the game through their participation. With this new promotion we are giving them exactly what they want - great new products, great values and now free golf from our network of great golf courses throughout the country. And it's only at Golfsmith."

In May Golfsmith gave away 20,000 rounds of golf. Based on customer and golf course partner feedback Golfsmith decided not only to do it again, but to increase the number of free rounds for customers. The promotion not only provides great value to customers, but also provides local courses with qualified customers. And those customers that receive a free round of golf bring their paying friends along with them to the course to fill out their foursome.

Guests that shop at Golfsmith's retail store locations across the country beginning Thursday August 6 and make a purchase of \$125 or more will qualify for a free round of golf voucher from a local golf course participating in the program. Quantities vary by store and are on a first come, first served basis only.

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 Holdings, Inc.

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