



Golfsmith Extends Exclusive Alliance with Hank Haney

AUSTIN, Texas, Aug 17, 2009 (BUSINESS WIRE) -- **Golfsmith International Holdings, Inc.** (NASDAQ: GOLF) announced today that it has signed a three year extension through 2012 on its current exclusive partnership with world renowned Golf Instructor Hank Haney for the development and distribution of Hank Haney branded training aids.

"As Tiger Woods' coach and one of the golf top instructors in the world Hank is the best partner any retailer could ask for," said Martin Hanaka, President and CEO. "Our Hank Haney training aids continue to sell very well and we look forward to exploring new and innovative products to help golfers everywhere improve their games."

The Hank Haney line of training aids includes hitting mats and nets, and a variety of training devices for full swing, short game and even putting. All products are currently available at Golfsmith retail stores, online at golfsmith.com and at hankhaney.com.

"I am truly honored to extend my partnership with Golfsmith," said Haney. "Together we have developed an innovative line of practice and teaching products that can help golfers of all playing abilities. I look forward to continuing to expand upon this partnership to give golfers exactly what they need. I've dedicated my life to helping golfers play their best, and these products will do just that."

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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