



Golfsmith Launches New and Improved Web Site with Expanded Social Media and Marketing Tools

AUSTIN, Texas, Jul 28, 2009 (BUSINESS WIRE) -- Golfsmith International Holdings, Inc. (NASDAQ:GOLF) announced today that it has redesigned and re-launched its e-commerce site at www.golfsmith.com with a dramatically improved customer shopping experience and a variety of new features and social marketing tools.

Golfsmith.com, ranked in the Top 10 of retail web sites for customer service for three years running as ranked by the e-tailing group, has several new upgrades. Global navigation has been changed to highlight key product categories at the top of the site and to allow customers to mouse-over those categories to expose sub-categories, allowing them to find the products they want faster than ever before. The home page and product pages have been improved to eliminate clutter and elevate features like Ratings & Reviews and 360-degree views on top products. Golfsmith has also added a new social marketing tool from Bazaarvoice called "Ask & Answer" that allows customers to ask questions to the user community, vendors and even Golfsmith product experts.

"Our web site is not just the largest store in the company but it is the 24/7 face of our brand to the world," said Martin Hanaka, president and CEO of Golfsmith. "This new site launch leverages retail industry best practices in e-commerce and multi-channel retailing. We believe that the voice of the customer has more influence than ever before, and with our expanded user-generated content we are helping our customers make more informed purchasing decisions."

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.

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.

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