



PGA.com



PGA.com, the Official Web Site of The PGA of America, is produced by Turner Sports New Media, a division of Time Warner.

On PGA.com, golf enthusiasts and PGA Professionals can experience an unparalleled mix of multimedia golf news, features and services, including expert instruction, news from the industry and the latest from the tours.

Among the features you will find on PGA.com:

■ **Instruction**

Capitalizing on the unparalleled resource of more than 28,000 PGA Professionals and the PGA Center for Golf Learning and Performance, PGA.com offers the Internet's premier source for a wide variety of multimedia golf instruction, employing the latest in online video and interactive multimedia technology.

This area features the fundamentals and everything you need to know about the full swing, short game and shotmaking.

PGA ProFinder, on PGA.com, is The PGA's online searchable directory of all PGA-staffed facilities and PGA Professionals.

■ **Event Coverage**

PGA.com provides the official sites for all of The PGA of America's Championship events. For 2010, these include the 71st Senior PGA Championship at Colorado Golf Club in Parker, Colo.; the 92nd PGA Championship at Whistling Straits in Kohler, Wis.; the 38th Ryder Cup from Wales; the PGA Grand Slam of Golf and the PGA Professional National Championship. The event coverage offers the latest in interactive multimedia features as well as comprehensive news and features, and is the only source for real-time scoring.

■ **PGA of America Information**

PGA.com offers a complete suite of information about The PGA of America, its members and events. The site also includes a robust employment center, with information about a wide variety of jobs throughout the

golf industry. In addition, users can purchase tickets to PGA events, find out how to attend a PGA Golf School, and even learn how to become a PGA member.

■ **Travel**

The online *PGA Professionals' Guide to Travel* leverages the expertise of PGA Professionals across the country. It features new and exclusive travel content from PGA Professionals and from *PGA Magazine*, as well as the latest in golf-related travel news from the world's top resorts and golf destinations.

■ **News and Tournament Coverage**

PGA.com is one of the game's leading online news sources, covering the world of golf and all its big events. Golf fans can access tournament news, scores and features, and catch up on the latest in equipment introductions. The site also features the latest happenings at The PGA of America, and offers instant access to each week's issue of *PGA NEWS*.

■ **E-Commerce**

PGA.com is an industry leader in e-commerce. The site has implemented a series of far-reaching business-to-business and business-to-consumer initiatives that are reshaping the way the industry conducts its business. These initiatives include the PGA.com Value Guide and the PGA Trade-in Network, both of which aid consumers in finding fair-market values for their used golf clubs as well as assist them in locating PGA Professional-staffed facilities to trade in their golf clubs for credit toward the purchase of new clubs. The site is also the exclusive online destination for Official Ryder Cup and PGA Championship merchandise.

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