



The Ultimate Source for the Kansas City Golfer

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KCmetroGolf.com and 22 local courses on Par with Technology

Partnership with world's largest online tee time provider to benefit area golf community

Kansas City, Kan. (June 24, 2005) — With a nationwide trend of golf rounds in the U.S. declining for more than three years in a row, *KCmetroGolf.com* provides a bevy of marketing services for a solid business model with long-term solutions for golf courses.

“There is no question it is challenging to attract new golfers to your course, and that is directly attributed to new courses being added to our community and other communities across America,” said Todd Messerli, general manager, Chapel Ridge Golf Club. “We are entering into an entirely new world when it comes to the way we must accommodate our clients and we believe *KCmetroGolf.com* has the same long term vision that we do.”

KCmetroGolf.com gives courses the ability to market their brand instantly through a multitude of local, national and worldwide Web sites, and its partnership with the world's largest online tee time marketing provider – GolfSwitch – has made an impact on the Kansas City area.

“Our core belief is to build and maintain long-term relationship that meet the needs of each individual course, from maximizing revenue and improving customer service to providing creative and affordable marketing and advertising opportunities,” said Andy Hineman, *KCmetroGolf.com* president.

Tony Roberts, director of golf, Winterstone Golf course, believes *KCmetroGolf.com* does just that. “*KCmetroGolf.com* focuses on making my job easier. Their online tee time service works extremely well and takes no time out of my day to manage. My time is valuable like every other golf director or manager out there, and it's nice to know I can count on one agency for a plethora of marketing services.”

Hineman explained the yield management aspect of *KCmetroGolf.com*'s software is a powerful and appealing product to golf courses. The new version of the company's software can automatically change the price or offering for each individual course based on business rules that are predefined by the course, thus maximizing the profit for each individual course. The golfers in Kansas City win as well by always finding convenient tee times on *KCmetroGolf.com* at prices that fit their budget without having to make several phone calls.

- more -

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Online tee times through *KCMetroGolf.com* have already surpassed all online reservations from last year (4,707 rounds) and are predicted to approach the 15,000 round mark by the end of this year. To date, revenue from online reservations has eclipsed \$240,000. The company expects to see that growth continue due to the addition of new courses as well as the addition of new programs like the *Tour Rewards Program*, a loyalty program that awards free golf to frequent users.

KCMetroGolf.com is a user driven Web site launched August 15, 2001, featuring interactive unbiased golf information driven by the people who play golf in the Kansas City metro area. *KCMetroGolf.com* is now offering local and worldwide tee times, online golf tournament registration and golf vacation packages. *KCMetroGolf.com* is the ultimate source for the Kansas City golfer.

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Note to editor: Andy Hineman is available for an interview upon request.