

THE TEE TIMES

The Quarterly Newsletter for EZLinks Members & Partners

January 2004
Volume 9, Issue 1

ON THE TEE:

Inventory Trade-out Review

Web Reservation Leaders

Profile: Mark Mally

New EZLinks Members

Cincinnati Joins EZLinks

Software Tip: HTML Emails

Chip-Shots:

- In 2003, www.ezlinks.com and EZLinks partner websites **generated 8,540 golf rounds, resulting in \$476,906 in extra revenue** for member courses!
- The 2004 season kicks off the **10th Anniversary** for EZLinks Golf, Inc.!
- EZLinks installs its **Point-Of-Sale software** at Stonebridge Meadows (AR) and San Pedro GC (Tucson).
- For **previous newsletters**, visit www.ezlinks.com. Click on Corporate/News.



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TEE TIME EXCHANGE USERS: SCHEDULE A YEAR-END REVIEW



For those course managers opting to pay for EZLinks products and services in tee times instead of cash, now is a good time to review the effectiveness of your program.

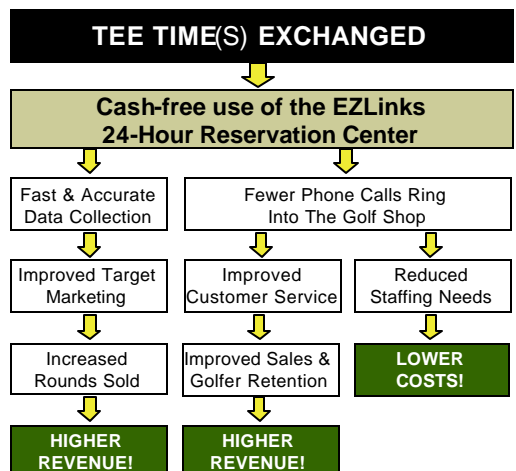
...boosting your profitability...

By analyzing your historical tee time data, your EZLinks Account Manager can pinpoint which hours of the day are less utilized at your golf course. The details can be extracted with ease, and the results are often surprising. Using this data, EZLinks will then position its tee time exchange inventory accordingly. By focusing its allotment on those tee time slots that traditionally go unsold, it insures that the program does not interfere with your peak revenue times.

"The amount of play at golf course varies by day of week and time of year", says Andy Weeks, EZLinks Chief Executive Officer. "By strategically selecting the tee times that we use, we can minimize the net cost of the various EZLinks services, ultimately boosting each golf course's profitability."

In addition to this special analysis, your Account Manager will also review the EZLinks products and services that your golf facility

is using, along with the quantity of tee times you are exchanging. Perhaps you are thinking about a new point-of-sale system? Perhaps you want to use the EZLinks 24-hour Reservation Center, without the cash expense? By discussing where you are and where you want to go, EZLinks will design your individual program to provide the best possible solution at the lowest possible cost.



Contact your EZLinks Account Manager to setup a time when your usage of the tee time exchange program can be reviewed.

INTERNET TEE TIMES—BEST OF 2003

A whopping **179,031** golf rounds—approximately **\$9,621,755** in tee times—was booked at EZLinks member course's websites during 2003. This represents a 37% increase over 2002! These golf course websites were the leaders in 2003 for the most total reservations:

FIRST NINE

1. Pinehills Golf Club (MA)
2. Centennial GC (NY)
3. Cypresswood GC (TX)
4. Desert Mountain (AZ)
5. Harbor Links GC (NY)
6. Sunol Valley GC (CA)
7. Presidio GC (CA)
8. Lyman Orchards GC (CT)
9. Silo Ridge GC (NY)

SECOND NINE

10. Eisenhower GC (MD)
11. Great River GC (CT)
12. University Ridge (WI)
13. Bear's Best GC (NV)
14. Pine Barrens GC (NJ)
15. Cherry Creek Golf Links (NY)
16. Cranbury GC (NJ)
17. Hiddenbrooke GC (CA)
18. High Bridge Hills (NJ)

MULTI-COURSE WEB SITES

1. Forest Preserve Golf (IL)
2. Robert Trent Jones Trail (AL)
3. PGA West/LaQuinta (CA)
4. Carolina Golf Trail (NC)
5. Chicago Park District (IL)
6. Traditional Clubs (VA, CT)
7. Moorhead Golf Courses (ND)
8. Bear Trace (TN)
9. WCI Golf (FL)

EZLINKS MEMBERS (partial list)

Arizona National Golf Club
 Bear's Best - Atlanta & Las Vegas
 Bridlewood Golf Club
 Cabo del Sol Resort
 Camelback Resort
 Carmel Valley Ranch
 Canoa Ranch
 Centennial Golf Club
 Chalet Hills
 Charlotte Golf Links
 Dacotah Ridge
 Eagle Glen Golf Course
 Eagle Ridge Inn & Resort
 EagleSticks
 El Conquistador Resort
 El Dorado Golf Club
 Grand Traverse Resort and Spa
 Gulf Harbour Golf & Country Club
 Harbor Links
 Hawk's Landing
 Hiddenbrooke Golf Club
 Horseshoe Bay
 Indian Wells Resort
 Kaanapali Resort
 Legend Trail Golf Club
 Lyman Orchards Golf Club
 Maderas Country Club
 Marriott's Desert Springs Resort
 Marriott's Shadow Ridge
 McCormick Woods
 Mirage City Golf Club
 Monarch Beach
 Naples Grande
 Pasatiempo Golf Club
 PGA West / LaQuinta Resort
 Pine Barrens
 Pinehills Golf Club
 PineIsle Resort
 Poipu Bay Resort
 Presidio Golf Club
 Raptor Bay
 Ritz-Carlton Golf Club at Orlando
 Reunion Golf Club
 Robert Trent Jones Golf Trail
 Siena Golf Club
 St. Marlo CC
 Stone Mountain
 Sunol Valley
 Superior National GC
 Tahquitz Creek Resort
 The Oaks at Tan-Tar-A Resort
 The Audubon Golf Trail
 The Bear Trace—Tennessee
 The Bog
 The Georgian Resort
 The Golf Club at Branson Creek
 The Golf Club at Castle Hills
 The Golf Club at Desert Mountain
 The Legacy Golf Club
 The Montgomerie Dubai
 The Nick Faldo Golf Institute
 The Ocean Club at Atlantis Resort
 The Revere at Anthem
 The Ridge at Castle Pines North
 The Tradition at Royal New Kent
 Tiburon Golf Club
 Toftrees Resort
 Tour 18—Dallas & Houston
 TPC at Snoqualmie Ridge
 Troon North Golf Club
 University Ridge
 Westfields Golf Club
 Westin Innisbrook Resort
 Westin La Cantera Resort
 Westin Mission Hills Resort
 Westin Savannah Harbor Resort
 Wildfire Golf Club
 Wintonbury Hills

EZLINKS PROFILE: MARK MALLY



If you have contacted the EZLinks Client Services Department, there is a good chance you have spoken with Mark Mally. Mark came to EZLinks in 2001, and quickly developed a sound understanding of the complex tee time application. He now manages the customization of each golf course's tee sheet software, oversees report design, provides assistance with special requests, and handles various tasks to keep EZLinks customers happy.

Mark was born in Berwyn, Illinois in 1976 and is currently "unattached". He enjoys fine dining (pizza) and classic cinema (Caddyshack). His hobbies include working on and racing his car, volleyball, fantasy football, rollerblading, and golf club repair. Mark didn't begin playing golf until after high school, and now has a hole-in-one, a long drive of 385 yards, and a low round of 70. Don't be fooled by his calm demeanor, or he will quietly dismantle you on the course!

***** 2004 PGA MERCHANDISE SHOW ***
 Booth #17245**

If you are attending the show in Orlando, we encourage you to stop by and meet the staff, tell us how things are going, learn a couple software tricks, and rest your feet!

NEW MEMBERS

- *****
- Colonial CC—Florida
 - Kaanapali Resort—Hawaii
 - Red Rock CC—Las Vegas
 - Rose Hill—Oklahoma
 - Stonebriar—Texas
 - Stonebridge Meadows—Arkansas
 - The Phoenician—Arizona
 - TPC Snoqualmie Ridge—Washington

**THE CITY OF CINCINNATI
 TO INSTALL EZLINKS!**

Another municipality has joined the EZLinks tee time network: The city of Cincinnati. Their seven courses, under the management of Billy Casper Golf, will be utilizing the EZLinks tee sheet software, web reservation capability, database marketing tools, and 24-hour tee time reservation center.

The facilities include Avon Field G, California GC, Dunham GC, Glenview GC, Neumann GC, Reeves GC and Woodland GC. The installation is scheduled for the beginning of 2004.



EZLinks Software Tip

...HTML Email Confirmations

For each tee time reservation booked, you can now send your golfers email confirmations in an HTML format. Don't settle for plain text emails, when a little color and flair can now be added with ease. Add your logo or a course photo to quickly catch the eye of your customers.



These emails are automatically generated by the EZLinks Tee Time Network at the completion of each reservation, and include the course, date, time, number of players, and the EZLinks confirmation number. This is also a great way to communicate other pertinent information to your golfers— such as dress code, driving directions, cancellation policies, lessons/clinics, merchandise sales or restaurant hours.

Contact EZLinks Client Services at clientservices@ezlinks.com or 1-888-77-LINKS for guidelines and assistance. They can apply an HTML format provided by you, or they can apply a basic pre-built template on your behalf. Golfers who are unable to receive these HTML emails will automatically receive the standard text-based format instead. There is no additional cost to utilize this new capability.