

THE TEE TIMES

The Quarterly Newsletter for EZLinks Members & Partners



ON THE TEE:

Improved EZLinks Software

The Ocean Club Heats Up

Joining the EZLinks Mail List

EZLinks Point-of-Sale

EZLinks Inventory Program

Who Is Using EZLinks?

- Arnold Palmer Golf Management selects EZLinks as their exclusive tee time system for all golf courses they oversee.
- Interested in offering golf lessons online? EZLinks can show you how. Contact your account manager for details.
- The EZLinks Tee Time Network has been used to reserve over 35 MILLION tee times.
- AT&T signs agreement to be the backbone service provider for the EZLinks network.
- EZLinks now integrated with POS companies Jonas, Abacus21, and ProShop2000. Wrapping up completion of OnePutt and Crescent.



**EZLinks
Corporate Office**

601 Oakmont Lane, Suite 400
Westmont, Illinois 60559

Phone: 888.88.LINKS
Fax: 630.323.3429
Email: info@ezlinksgolf.com
Web: www.ezlinksgolf.com
Support: 888.99.LINKS

WITH ROUNDS DOWN, COURSES ARE FINDING A LIFELINE IN EZLINKS

According to the latest news from Golf Datatech, rounds played were down 7% nationwide in January. Combined with The National Golf Foundation's reports from the end of the 2000 season, it is apparent that play per course is sliding, a trend that will wreak havoc with most golf course operators this year.

What is your course doing to battle this? With budgets and bonuses on the line, many course operators are looking for creative ways to fill tee sheets. Newspaper coupons just don't cut it anymore. Thanks to the EZLinks Tee Time Network, two powerful tools are in place that will allow courses to maintain or grow their business during these trying times. These two components are Round Sharing and Direct Outbound Email Marketing.



Round Sharing involves a strategic alliance between courses within a region that are using EZLinks. If the course down the street is unable to book a tee time for a golfer due to a full tee sheet, the Round Sharing program provides the process which allows them to easily send that tee time to your course, and vice versa. This keeps the revenue shared between participating EZLinks courses. Reciprocal commissions re-

ward those courses that are unable to meet tee time demand and send their rounds elsewhere. The process is facilitated through a number of resources, including the EZLinks Reservation Center and regional online booking portals.

...down 7% nationwide...

The second component for increased rounds comes from a special software module that is being created. This feature will have a major impact on the golf business, and the way tee times are sold. Using a detailed analysis tool, a course operator can see where his trouble spots are on the tee sheet, when they historically are booked, and who typically plays in those spots. A special interface allows the manager to set parameters and utilization thresholds, and generate an automatic email message to defined golfer segments alerting them of openings for these particular time blocks. The golfer will then click a hotlink in the email and be transported directly to a private internet booking page to reserve their tee time, or they can choose to call the EZLinks Reservation Center 24-hours a day for assistance.

By providing these vital programs, along with its existing line of services, EZLinks has assumed a position as the leading ally of course managers in the fight against the negative market trend that is sweeping through the golf industry.

UPDATED SOFTWARE HITS THE MARKET

Version 4 of the EZLinks Tee Time Network was released in early April. While similar in appearance to Version 3, this new program is vastly more powerful.

The foundation of Version 4 will allow the EZLinks developers to quickly respond to new feature requests, create cutting-edge marketing tools, and further enhance golf's leading tee sheet management product. Also, an improved administrative module allows course

operators to better maintain their course information in the system.



Through 2001 and beyond, the EZLinks software will evolve even further, offering capabilities never before seen in the golf industry. If you have ideas or suggestions we'd love to hear them. Contact your EZLinks account manager, or email newsletter@ezlinksgolf.com to share your thoughts. We always value your input.

EZLINKS MEMBERS (partial list)

- Beaverbrook Golf Club
- Cabo del Sol Resort
- Camelback Resort
- Centennial Golf Club
- Champions Club at Summerfield
- Charlotte Golf Links
- Chalet Hills Golf Club
- Desert Inn Casino and Resort
- Eagle Glen Golf Course
- Eagle Ridge Resort
- Eagle's Pointe
- Eaglesticks
- El Conquistador Resort
- Emerald Pointe
- Foothills Golf Club
- Grand Geneva Resort and Spa
- Grand Traverse Resort and Spa
- Gulf Harbour Golf & Country Club
- Harbor Links
- Indian Wells Resort
- International Golf Club
- Ko'Olina
- Kokopelli Golf Resort
- Lake Tahoe GC
- LaQuinta Resort
- Las Vegas National
- Legend Trail
- Lincolnshire Resort
- Long Island National
- Lost Oaks of Innisbrook
- Lyman Orchards Golf Club
- Maderas Country Club
- McCormick Woods
- Mesquite Golf & Country Club
- Mission Hills
- Monarch Beach
- New Jersey National
- Oakhurst CC
- Painted Desert
- Pelican Sound
- PGA West
- Pine Barrens
- PineIsle Resort
- Poipu Bay Resort
- Presidio Golf Course
- Rancho Las Palmas Resort
- Resort Golf Academy
- Sierra Nevada Golf Ranch
- Starr Pass
- Stone Mountain
- Stonehenge Golf Club
- Sunol Valley
- Superstition Springs
- Tahquitz Creek Resort
- Tan-Tar-A Resort
- The Badlands
- The Bog
- The Georgian Resort
- The Golf Club at Desert Mountain
- The Golf Club at Mansion Ridge
- The Legacy Golf Club
- The Nick Faldo Golf Institute
- The Ocean Club at Atlantis Resort
- The Ridge at Castle Pines North
- The Tradition
- Tiburon Golf Club
- Tidewater Golf Club
- Toftrees Resort
- Torreon Golf Club
- Tour 18 - Houston & Dallas
- Troon North Golf Club
- Westfields Golf Club
- Westin Innisbrook Resort
- Westin La Paloma CC
- Westin LaCantera
- Westin Mission Hills Resort
- WildHorse GC

EZLINKS FINDS PARADISE AT THE OCEAN CLUB



PARADISE ISLAND
NASSAU

Nestled on Paradise Island in the Bahamas, The Ocean Club at Atlantis Resort is an exclusive getaway for the discriminating golf traveler. Home to both the Office Depot Father/Son Challenge and the Michael Jordan Celebrity Golf Invitational in its first two months of operation, this Tom Weiskopf-design is an emerald gem adjacent to the turquoise Caribbean waters.

The Ocean Club installed the EZLinks Tee Time Network late in the 2000 season, and has actively put the system to good use. Along with the soon-to-be-implemented auto-

matic credit card billing, the course is also creating an interface between EZLinks and their property management system. Staff members any-

where on the resort grounds will now be able to view each guests' golf reservations. This is another great example of the flexibility of the EZLinks network, which can be easily integrated with any cooperating POS or PMS system.

In March, this luxury resort named two-time U.S. Open Champion Ernie Els as its resident golf professional. He will lend his name and image to Ocean Club's global marketing efforts. Like Els, EZLinks will support the Ocean Club as this magnificent destination grows in international recognition. Learn more at www.OceanClub.com.

DELIVERED IN RAIN OR SHINE

Would you like to get the EZLinks Tee Times Newsletter sent directly to your email? Send a request to newsletter@ezlinksgolf.com, to be added to the distribution list. Include the names and email addresses of your staff as well, so we can keep everyone informed of exciting industry news, as well as success stories detailing how other courses use EZLinks.

NEW MEMBERS

- Bridlewood GC - Texas
- Hawk's Landing - Florida
- Padre Isles CC - Texas
- Pine Hill - New Jersey
- Pinehills Golf Club - Massachusetts
- Shadow Ridge - California
- Star Ranch GC - Texas
- The Tradition at Wallingford - Conn.
- The Tradition at Windsor - Conn.
- Tour 18 (Houston) - Texas

POINT-OF-SALE UNVEILED!

Are you ready for a truly consolidated point-of-sale system and tee time management program? EZLinks has done it. This solution allows you to operate your shop using a single vendor. Manage your inventory and daily register with a dazzling new POS, while still benefiting from the EZLinks Tee Time Network. Call Mike Brown at 630-794-8577 for more information.



The EZLinks Honor Roll

Branson Creek Golf Club

"Top 10 New Courses You Can Play" - GOLF Magazine
www.bransoncreekgolf.com

Pine Hill Golf Club

"Top 10 New Courses You Can Play" - GOLF Magazine
"#1 Public Course in New Jersey" - NJ Golfer Magazine
www.golfpinehill.com

Has your course or staff been recognized for any national or local awards that you'd like us to acknowledge? Do you have digital photos of your golf course that you'd like to see posted at the EZLinks website? Let us help promote your course! Send your information to newsletter@ezlinksgolf.com today.

EZLINKS PAYMENT OPTION

Through the EZLinks Inventory Exchange Program, golf courses now have an alternative to paying the monthly subscription fee for utilizing the Tee Time Network. This program is a proven success. Contact your account manager to learn more.