



And Range owners ...

- New marketing opportunities, such as leagues and events, leading to an increased customer base and visits per customer,
- Raised entertainment and practice value for their customers leading to increased balls hit per visit,
- Bottom-line – new marketing-driven business model and revenue opportunities.

The Scramble System also provides powerful new sponsorship opportunities for vendors and suppliers in the golf industry and for local companies looking for a targeted audience. Each driving range target, each Scramble System scoreboard banner line, and every scheduled event provides a new advertising opportunity to reach a captive target golf audience. What better way to establish life-long loyalty and brand recognition with new customers than by being part of this exciting new golf entertainment!

Steve di Costanzo, founder of the Golf Range Association of America (GRAA) states "Golf range owners are constantly struggling with how to market their range business to drive additional revenue. Many develop ancillary profit center opportunities like mini golf, batting cages, etc., but could do more with their core golf business. What's interesting about Range-Play is they've developed a game concept and system that does address many golf industry challenges indicated in the research, which creates a new profit center out of the existing range without need for additional space and staff, and does it by leveraging existing and aspiring golfers -a primary customer of range businesses."

**Range-Play's Scramble System will be showcased at the 2004 PGA Merchandise Show's Equipment Testing Center (ETC) from January 29 thru February 1. Come see us at Booth 7546 and on the ETC range at Bay #5!**



[www.range-play.com](http://www.range-play.com)