



Attention Sports Editors – For Immediate Release

Golf-O-Max & Executive Golf partner to extend golf season into the winter

Deal capitalizes on Ottawa-Gatineau region's high per capita rate of golfers and a growing demand for organized social and competitive golf events

September 25, 2008 – Ottawa, Ontario. Indoor golf facility Golf-O-Max (golfomax.com) and Executive Golf (executivegolf.ca) have joined forces to offer Ottawa-Gatineau golfers the most comprehensive year-long golf opportunity in the region.

Golf-O-Max, located on Merivale Rd. in the Loblaw's shopping centre, was founded by Dru Lafave in 1995 and is now in the process of upgrading its 10 simulators with the advanced Full Swing Golf LS3 technology. This upgrade provides golfers with the most advanced and realistic indoor golf experience in the region. "We've done our research," says Lafave, "and after a year of live-testing four of these sims in our facility, the golf fanatics have made it clear as mud that nothing else comes close."

Golf-O-Max also has two simulators at Pine View Municipal Golf Course on Blair Rd. Executive Golf (EG), now in its fifth year of operation, is a golf club where members get to play a variety of courses (35 plus) while still experiencing the features of a traditional golf club membership. Executive Golf is owned by local entrepreneur, Jamie Ryan, who left a long term career in IT management with the Conference Board of Canada, Alterna Savings and others, to pursue his dream of creating a successful golf business.

According to Ryan, "This region's appetite for golf is insatiable and over five years of really getting to know the mind of the golfer, I know that when winter hits, they need options – and reassurance that spring will indeed eventually return. This winter will be different because we're taking many of our outdoor events indoors – and I'm really excited about hooking up with Golf-O-Max."

Executive Golf organizes and conducts multiple social and competitive golf events throughout the season, including the Slammer Tour match-play league (slammertour.com), Ottawa Sun Scramble City Championship Week (ottawasunscramble.com), Nevada Bob's Friday Nine & Dine and a variety of mini tournaments, golf get-aways and off-season social events.

Specifics of the deal

Executive Golf will now offer members eight weekday and four weekend spots/tee times at Golf-O-Max's Merivale Rd. location, and four weekday spots at Pine View.

Golf-O-Max will host four winter indoor leagues, beginning in November – including Nevada Bob's Tuesday Evening League; The EG Monday Ladies' League; the Monday Morning Senior League; and a Sunday Evening Indoor Slammer Tour League

Free 9-hole rounds for all Executive Golf members at Golf-O-Max's Open House on November 15th. Contact Golf-O-Max directly at 613-226-7058 to book a time.

Free 18-hole round at Golf-O-Max for all 2008 Sun Scramble competitors who made the cut, and 9-holes for those who missed the cut. Contact Golf-O-Max directly at 613-226-7058 to book a time.

The Slammer Tour's season end "Slammies" award presentation will be held at Golf-O-Max on Saturday, November 29th

Golf-O-Max and Executive Golf will also participate in a variety of joint promotional initiatives. Golf-O-Max Merivale is open 19 hours a day and seven days a week. "We expect our new alliance with Executive Golf to be a big hit with our own customers and EG's 1,400-strong membership base," said Lafave. "We've put a lot of time and money into the facility, with the ongoing simulator upgrades that now offer 50 courses and medal, match-play, team best ball, alternate shot and scramble formats – and a new fireplace in the 19th hole lounge – I think it's going to be a fabulous winter for everyone."

"Golf-O-Max is a top notch indoor club", said Ryan. "EG members will be able to book tee times directly with Dru's team or through our various leagues. With Golf-O-Max's 50 courses, I guess you could say that our members now have access to over 85 great courses, regardless of the temperature outside."

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