

Presenting Our New Brand!
**Country Club
Exclusives™**

PRESENTING OUR NEW BRAND!*

Created BY a golf course owner FOR golf courses! FINALLY, a brand of our own!

Brand Logo Description: Logo is always black printing on a white background, followed with the word "by" whenever possible (depending on the product type/item) so that the name or logo of the participating golf course (whatever they design and prefer, colors included) can be dropped in. For example:

1.) Country Club Exclusives™ by "THE NAME or LOGO OF YOUR GOLF COURSE"

(Sometimes, it is customary/necessary for the Brand name and the club logo to be on 2 separate locations on the same item, such as a golf ball. Obviously, in this case, the word "by" would be eliminated.)

(When fabrics are involved, such as apparel, umbrellas, golf bags and totes, etc., our logo might have to be white printing on a black/dark background, or some golf courses like to use "tone on tone" for apparel)

2.) Otherwise, when it is not possible to drop in the name or logo of the golf course, the Brand will just read as:

Country Club Exclusives™

3.) Another option for golf courses that host a lot of events which equates to even more sales for you is to add a third logo:

"THE NAME/LOGO OF A TOURNAMENT, OUTING, OR EVENT"

Please remember that in this case, it is mandatory for the Brand Name AND the Course Name/Logo to appear (this way the recipient remembers where the item originated, hopefully generating more sales for you in the future).

AN INTRODUCTION:

I. OUR MISSION AND PURPOSE

Presenting Our New Brand!

II. WHAT THIS BRAND ACCOMPLISHES FOR PARTICIPATING GOLF COURSES

III. BRAND REQUIREMENTS FOR PARTICIPATING MANUFACTURERS

IV. PRODUCTS

V. HOW THIS BRAND WILL BE MARKETED TO THE GOLFER

VI. HOW THIS BRAND INTRODUCES AND CONTINUOUSLY PROMOTES THE LICENCEES (SUPPLIERS) TO THE GOLF COURSES

I. THE MISSION AND PURPOSE OF OUR NEW BRAND:

The main purpose and mission of this Brand is to boost the bottom line of our fellow golf courses while minimizing many of our mutual marketing headaches. We mean no disrespect to the existing brands that we all utilize, but we feel that, especially in these difficult economic times, we need to promote ourselves as much as possible, not everybody else.

II. WHAT THIS BRAND ACCOMPLISHES FOR PARTICIPATING GOLF COURSES: THIS BRAND CAN ONLY BE SOLD AT A GOLF COURSE! Therefore, this Brand is exclusively for you and eliminates the following, usual headaches that we all have to deal with and that affect our gross sales and net profits:

-You are no longer always competing with the internet (or anyone else for that matter)!

-You no longer have to always concern yourselves with MAP and Suggested Retail pricing. It is YOUR shop and YOU control it!

-You no longer have to always worry about outdated packaging and inventory. This will be a stable, traditional Brand with consistent packaging and labeling.

-Hopefully, this Brand will create a new excitement for all courses and have some impact on how and where golfers spend, which means more income/profits for your course! In turn, this will help courses (even though our expenses continue to rise) keep prices down for the golfer, who is probably very frustrated with his/her household budget in this economy and is probably not playing as much golf as they used to.

Presenting Our New Brand!

III. BRAND REQUIREMENTS FOR PARTICIPATING MANUFACTURERS: (Please keep in mind that this Brand is also meant to open doors for you. This Brand could help get you into courses that do not normally work with you, which obviously increases your sales volume. Plus, the problem of counterfeit equipment/product is practically eliminated.)

-Products can ONLY be sold and distributed to golf courses at wholesale prices.

-Obviously, the Brand logo set forth and described above must be used at all times.

-Provide excellent customer service to the golf courses and to package and ship product in the most cost effective way.

-Work closely with the Brand to develop exclusive product lines. Manufacturers must provide prototypes/samples of product and packaging.

-All products must be licensed and approved by the Brand. We will use the proceeds of these agreed upon license fees to help with our expense of developing and promoting this Brand, giving back to and assisting the struggling, golfing community.

-ALL MANUFACTURERS THAT WERE CHOSEN TO RECEIVE AND READ THE PRIVATE INFORMATION ON THIS PAGE PROMISE NOT TO DISCLOSE ANYTHING REGARDING THIS BRAND TO OTHERS. Please remember that you were chosen because we respect your company and, regardless if you end up participating or not, your mutual respect and cooperation is greatly appreciated.

-Care will be taken not to infringe on patents, etc. belonging to others.

IV. PRODUCTS: An on-going process, resulting in an all inclusive product list covering the many aspects/consumer needs of our unique facilities. It is our goal to provide and ensure excellent quality at affordable pricing, enabling you to have nice profit margins:

-**GOLF EQUIPMENT/GOLF BAGS:** From the recreational golfer to the serious one at various price points.

-**GOLF ACCESSORIES:** Towels, Umbrellas, etc.

-**APPAREL/SHOES/ACCESSORIES**

-**FOOD AND BEVERAGE:** (such as snacks, candy, bottled water, etc.)

Presenting Our New Brand!

-GIFT ITEMS

-OTHER SPORTING GOODS: For those facilities that offer other sporting activities such as swimming, tennis, etc.

AVAILABLE NOW: We put a lot of thought into these products (and will continue to do so) so that our Brand provides you with special things and added services that are different for a change!

AN EXTENSIVE LINE OF SNACKS!

AN EXTENSIVE LINE OF GOLF BALLS!

AN EXTENSIVE CUSTOM APPAREL AND CAP/VISOR/WINTER HEADWEAR LINE!

AN EXTENSIVE LINE OF SUNGLASSES!

CUSTOM GOLF FLAGS!

CUSTOM GOLF GLOVES (including rain gloves)!

CUSTOM DIVOT TOOL AND BALL MARKERS

TEES plus DESIGN YOUR OWN, FULL COLOR GOLF PENCILS!

AN EXTENSIVE LINE OF FINE JEWELRY

("POP" PRODUCTS ARE ALSO AVAILABLE)

V. HOW THIS BRAND WILL BE MARKETED TO THE GOLFER: Golf courses have lost most of the market share even though all golfers end up at the golf courses. We all need to recapture this loss. Therefore.....

Slogan: "SUPPORT YOUR FAVORITE GOLF COURSES -- BUY Country Club Exclusives™!" - "SUPPORT WHERE YOU PLAY!"

It is our goal to be very generous with giveaways, rebates, etc. creating a new excitement for the golfer, establishing more customer loyalty towards the golf courses for their golf-related purchases.

VI. HOW THIS BRAND INTRODUCES AND CONTINUOUSLY PROMOTES THE LICENCEES

Presenting Our New Brand!

(SUPPLIERS) TO THE GOLF COURSES

-We have created an e-catalog. We create a page for each licensee which explains what you offer and your contact information, directing all golf courses to you to be your customers. Obviously, we will send this page to you for you to review prior to us adding you to the catalog and circulating it.

-We introduce our Brand to the courses via e-mail, including the e-catalog.

-If you are already contacting courses, we ask that you also mention that you are "an official licensee for Country Club Exclusives™" in order to reinforce what we are already doing on our end and to remind them from your end.

Our Contact Information:

PERINTON GOLF AND COUNTRY CLUB
1344 MACEDON CENTER ROAD
FAIRPORT, NEW YORK 14450

CountryClubExclusivesTM@frontier.com

(585)-223-7651 (in season only)

*First announced and published on 1/1/12: We have been thinking about this project for quite some time. Finally, we decided to act on it.

Sincerely,

The Rocco Family (Marie, Pat, & Karen)
Perinton Golf and Country Club
Founders and Owners - since 1965