

ANNOUNCING THE NEW GOLF.com

On March 19th, GOLF.com re-launches as the #1 online destination for golf enthusiasts.

NEW FEATURES INCLUDE

- Content from the trusted editors of GOLF MAGAZINE and SI Golf Plus
- Interactive tools designed to help golfers improve their game
- Fresh design & simplified navigation to bring the relaxing feel of the game online and increase users' passion for golf

AUDIENCE PROFILE

Affluent Men

- Men: 97% of users are male
- Average Age: 45 years
- Average HHI: \$101,993
- Homeowners: 77% own their primary residence

Committed to Golf

- Rounds per year: 36 – 52
- Play frequently: 60% play 25+ rounds/year
- Average handicap: 15

Estimated Reach in 2007

- 3 million+ unique visitors/month
- 40 million+ page views/month

Contact your account manager for details.

EAST COAST

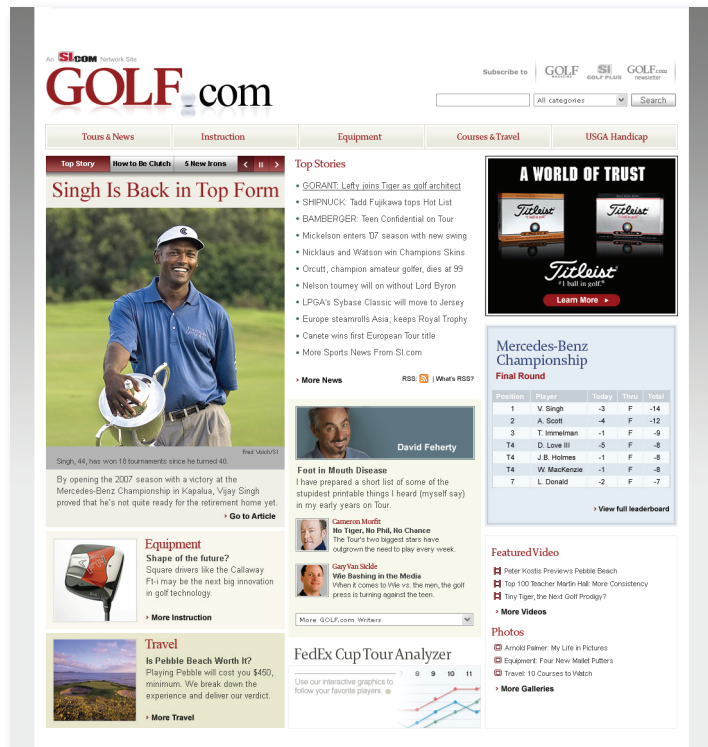
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Mockups are for concept only and are subject to change.
Sources: GOLF.com and GOLFONLINE.com 2005 user surveys, internal traffic reports, publisher estimates.