



MEDIA ADVISORY

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FOR IMMEDIATE RELEASE

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SOUTHWEST FLORIDA INTERNATIONAL AIRPORT SHOP RECOGNIZED ON GOLF WORLD'S TOP 100 LIST

The Lee County Port Authority is pleased to announce that the PGA TOUR Shop, located in the main terminal at Southwest Florida International Airport, was once again named one of *Golf World* magazine's 100 Best Golf Shops for 2009. The PGA TOUR Shop is operated by The Paradies Shops and features golf apparel and accessories, exclusive tournament merchandise, instructional videos, books, gifts and more.

Below is the news release from The Paradies Shops for more information.

FEB. 3, 2010

FOR IMMEDIATE RELEASE

January 18, 2010

***Golf World* Recognizes PGA TOUR Shops for 15th Consecutive Year 13 Shops Named to 100 Best Golf Shops List**

Atlanta, GA – January 18, 2010 – *Golf World Magazine* has once again named select PGA TOUR Shops, operated by The Paradies Shops, to its list of 100 Best Golf Shops for a record 15th consecutive year. The 2009 edition of the list features 13 PGA TOUR Shops, including seven repeat honorees (*denotes repeat winners).

Cincinnati/Northern Kentucky International Airport

Dallas/Ft.Worth International Airport*

Detroit Metropolitan Wayne County Airport*

Southwest Florida International Airport - Ft. Myers*

George Bush Houston Intercontinental Airport

Jacksonville International Airport*

McCarran International Airport – Las Vegas*

Memphis/Shelby International Airport

Palm Springs International Airport

Phoenix Sky Harbor International Airport*

Reno/Tahoe International Airport*

Sacramento International Airport

Lambert-St. Louis International Airport

The 25th annual 100 Best Golf Shops list is compiled by *Golf World* editors and contributors, judging on and off-course shops on revenue, shop layout, and success of promotions and initiatives within the last year.

“For nearly 20 years, The Paradies Shops has proudly partnered with the PGA TOUR to offer the traveling public impressive stores with an exciting merchandise selection, always with the Best Price Guarantee,” said Gregg Paradies, president and CEO of The Paradies Shops. “To have 13 PGA TOUR Shops named to this list is truly an outstanding accomplishment, and is a testament to our associates’ dedication to award-winning customer service.”

“Year after year, the outstanding professionals at Paradies continue to demonstrate that they are clearly in a class by themselves in the airport retailing channel,” said Tim Hawes, PGA TOUR Senior Vice President, Retail Licensing. “Their uncompromising commitment to excellence is once again exhibited by this collection of PGA TOUR Shop awards. We are proud to be in partnership with such an outstanding organization.”

About PGA TOUR

The PGA TOUR is the world’s premier membership organization for touring professional golfers, co-sanctioning more than 100 tournaments on the PGA TOUR, Champions Tour and Nationwide Tour.

The PGA TOUR’s mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in communities in which it plays, and provide financial opportunities for TOUR players.

In 2010, the three Tours collectively have tournaments in 34 states and in 12 countries outside of the U.S. PGA TOUR tournaments are broadcast to nearly 600 million households in 231 countries and 30 languages.

Virtually all tournaments are organized as nonprofit organizations in order to maximize charitable giving. In 2009, tournaments on the three Tours generated nearly \$109 million

for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to nearly \$1.5 billion.

The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the company is headquartered in Ponte Vedra Beach, FL.

About *Golf World*

Golf World magazine is the “best weekly news magazine of golf” and is published by *Golf Digest*. The magazine provides in-depth coverage and access to all the pros, as well as comprehensive stats and analysis for the PGA TOUR, LPGA, Champions Tour, Nationwide Tour and International Tours.

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