



GOLF ON THE GULF COAST

IS GOOD, GOOD, *and* GREAT!

GOOD for your handicap, **GOOD** for the “Birdies*”
and GREAT for the Gulf Coast Economy

Tune up your golf game, get a great deal on a golf vacation, and help the Gulf states recover. GolfThere.com will make a donation in your golf group’s name to the National Audubon Society.

**GolfThere.com will donate a minimum of 10% of profits to the National Audubon Society to help affected wildlife from this promotion.*

NOW is the time to make a **DIFFERENCE**

GolfThere.com Launches “GOLF ON THE GULF COAST” World-wide Ad and Public Relations Campaign

Minimum of 10% of profits to be directed to National Audubon Society Action Fund

Birmingham, Alabama

GolfThere.com, a subsidiary of Fairways Golf Vacations, announced that it would launch a comprehensive world-wide advertising and public relations campaign to bring awareness to the severely impacted Gulf Coast economy beginning today. The marketing campaign’s slogan is “Golf on the Gulf Coast is Good, Good and Great. GOOD for the golfer’s handicap, GOOD for the ‘birdies’, and GREAT for the Gulf Coast Economy.” In an effort to encourage golf couples and group leaders to travel immediately and through this Fall to the devastated areas, Fairways announced that a minimum of 10% of profits from all golf vacations booked by August 31st, 2010 to the region, would be donated to the National Audubon Society’s Action Fund.

Fairways CEO Alan Hale said about the program: “The Gulf Coast is heavily dependent on tourism and the recent oil spill’s economic impact is potentially devastating. We want to reach out to our more than 525,000 households of golfers/golf group leaders and also to prospective golf customers and provide an opportunity to help the ‘birdies’ and the local economy. If they’ll take an immediate trip to the region or if they’ll book a trip soon for this late summer or early fall, Fairways Golf and GolfThere.com will donate to the fund that is spearheading wildlife rescue, while getting an excellent value for their money at some of the best golf courses in the world.” Hale also said, “With our world headquarters in a Gulf Coast state and with our founding on the Alabama Gulf Coast more than twenty years ago, Fairways Golf has the privilege and a duty to help our friends and employees in the area.”

Fairways Golf is a member of the International Association of Golf Tour Operators (IAGTO) and as such, is an inbound golf wholesaler to world-wide golf tour operators across the globe. Established in 1997, IAGTO's membership comprises 1445 accredited golf tour operators, golf resorts, hotels, golf courses, receptive operators, airlines, tourist boards, approved media and business partners in 80 countries including, at its core, 341 specialist golf tour operators in 51 countries. Using this affiliation with its business partners world-wide, Fairways will be able to disseminate a message throughout the golf world that the Gulf Coast would welcome the opportunity to showcase some of the finest golf available in the USA. IAGTO's Chief Executive, Peter Walton said "Golfers In North America and beyond will love playing golf on the Gulf and we hope that thousands will choose to take their golf vacation to the Gulf Coast In the next few months."

In addition, Fairways Golf Vacations' leadership all have extensive travel industry backgrounds. Fairways Golf is a wholesaler with extensive reach in the travel agent community and their plans call for extensive marketing into the USA travel agent channel where there are over 20,000 travel agency companies.

Travel Agents, PGA golf professionals, and golf travelers can request a custom trip online or select one of the many value added golf packages at www.GolfThere.com or www.FairwaysGolfVacations.com.

About Fairways Golf Vacations & GolfThere.com:

Founded in 1990, Fairways has grown to be one of the largest golf tour operators in the world. With headquarters in Birmingham, Alabama, Fairways has more than a half million current and past customers. Fairways Golf is the longest tenured wholesaler for the Robert Trent Jones Golf Trail, is the official golf vacation provider for the Natural State Golf Trail of Arkansas, the Audubon Golf Trail of Louisiana and Honours Golf Vacations. Creating golf vacations to 14 U.S. states and 6 global destinations, Fairways Golf Vacations and its subsidiary, GolfThere.com, are the industry leaders in creating custom golf vacations for golf groups of all sizes. More information can be found at: www.FairwaysGolfVacations.com or www.GolfThere.com.

Alan Hale is available for interviews through David Gawkowski at TT Media Group, Inc. (661-295-0923).

GolfThere.com, A Subsidiary of Fairways Golf Vacations

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