

Company: U.S. Kids Golf LLC: Private company began in 1996  
U.S. Kids Golf Foundation: Georgia non-profit began in 2001 with full exempt status under IRS code 501(c)(3)

3040 Northwoods Parkway  
Norcross, GA 30071  
888-3USKids or 770-441-3077  
[www.uskidsgolf.com](http://www.uskidsgolf.com) or <http://www.uskidsgolfmedia.com/>

Leadership: Dan Van Horn: Founder and President  
John Bryan: Vice President, Business Development  
John Godwin: Director, Player Development  
Dewey Crim: Chairman, U.S. Kids Golf Foundation

Mission: To help kids have fun learning the lifelong game of golf and encourage family interaction that builds lasting memories.

Equipment: Clubs: Fit to player's height and experience level using proprietary U.S. Kids Golf Fitting System. Clubs are up to 30 percent lighter than other manufacturers' clubs and typical cutoffs. Flatter lie angles, flexible shafts (frequency matched and spined) and slender grips to fit kids 3' to 5'6" tall.  
Balls: USKG Champion SS\*70 and SS\*90 two-piece, low-compression ball for slower swing speeds.  
Apparel / Accessories: Pull carts, travel bags, gloves, caps, shirts, wind vests, shoes, and instruction booklets.

Instruction: U.S. Kids Golf Learning Program: a three-tiered curriculum that includes emphasis on playing skills, a playing ability test and etiquette. Incentive pins are earned, and progress can be measured. U.S. Kids golf is also a partner with The PGA of America Family Course Program, a nationwide initiative that provides PGA Professionals a means to make golf more enjoyable for all members of a family, regardless of age and ability.

Competition: Local Tours, Regional Championships, World Championship Qualifiers, U.S. Kids Golf World Championship, U.S. Kids Golf World Cup, U.S. Kids Golf Teen World Championship, U.S. Kids Golf European Championship.

Distribution: Green-grass and off-course retailers in U.S., Europe, Canada, the Middle and Far East, South America, Mexico and Africa.

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**U.S. Kids Golf Announces \$100 Rebate on Tour Series Clubs**

ATLANTA (Jan. 29, 2009) – Beginning March 1, just in time for the start of the playing season for many young golfers, U.S. Kids Golf will give a \$100 rebate on the company's best-performing clubs, making it even easier to enjoy the benefits of the repackaged Tour Series line.

The 11-club Tour Series set includes a U.S. Kids Golf beta-forged titanium Release driver and a 17-4 stainless steel 4-hybrid, both new to the Tour Series boxed set. A 3-wood, eight irons (including three black nickel spin wedges) and a stand bag complete the set. The new set price of \$549.95 represents a \$150 savings over the same equipment purchased separately, and the rebate lowers the price even further.

The new Tour Series packaging is designed to help consumers choose the clubs that best fit young players based on their height and swing speed.

Tour Series is U.S. Kids Golf's most advanced line of equipment designed for experienced players between four feet, three inches and five feet, three inches tall. All club heads are made of the highest quality materials. Lightweight graphite and steel shafts are frequency matched for consistency throughout the set.

**About U.S. Kids Golf**

U.S. Kids Golf, LLC is based in Norcross, Ga., and manufactures equipment and related golf products made especially for kids. In addition to more than 4,000 golf shops and retail locations in the U.S., the company's products also are available in over 50 countries worldwide.

The U.S. Kids Golf Foundation, a Georgia non-profit recognized as a 501(c)(3) charity, was

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**U.S. Kids Golf announces Rebate on Tour Series – 2**

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## **U.S. Kids Golf Introduces Performance Tops**

### **In Updated Fabrics, Styles for Boys, Girls**

ATLANTA, GA (Jan. 29, 2009) – U.S. Kids Golf, which for more than a decade has provided young golfers with the most technically advanced equipment to improve their games, is now doing the same with apparel.

The company's new performance line of shirts for boys and girls is made from a 95/5 combination of polyester and spandex fibers that stretch and recover to correspond to the player's movements. The shirts also feature increased moisture-wicking properties that hold up to repeated washings along with updated styling.

Boys performance shirts featuring a complementary color wedge are offered in four color combinations: white/red, red/navy, royal/white and yellow/navy. MSRP is \$43.99. Girls performance, which feature colored side panels for a slimming effect, come in three color combinations: white/pink, pink/white and purple/white. MSRP is \$39.99.

U.S. Kids Golf is also introducing new pique polos for boys and girls made of a 97/3 combination of cotton and spandex. The girls pique polo has a cap sleeve; both boys and girls tops offer an updated, tailored fit. The polos are offered in the same color combinations as the performance line. MSRP is \$31.99 for both boys and girls shirts. The new tops begin shipping in March.

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## **U.S. Kids Golf– 2**

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**U.S. Kids Golf Recognizes 2008 Class of Top 50 Teachers;  
18 Earn Master Instructor Designation for Longtime Achievement**

ATLANTA, GA (Jan. 29, 2009) – Eighteen golf professionals have been named Master Kids Teachers by U.S. Kids Golf. The designation recognizes professionals who have been selected to the U.S. Kids Golf list of America’s Top 50 Kids Teachers three or more times since 2004.

The Master teachers will be recognized along with the 2008 class of Top 50 Kids Teachers in a ceremony on Jan. 30 at the PGA Merchandise Show in Orlando. This is the fifth year that U.S. Kids Golf has selected the nation’s leading junior teachers.

“The Master teachers represent a group of professionals who are dedicated to helping kids develop their skills and their love of the game,” said Dan Van Horn, founder and president of U.S. Kids Golf. “We’re pleased to recognize their talents and their commitment.”

Master teachers include Brian Bain of Brookline, MA; Kent Chase of Phoenix , AZ; Michele Drinkard of Bessemer, AL; Ann Marie Gildersleeve of Austin, TX; Chris Haarlow of Greensboro, NC; Rob Hary of Bloomington, MN; Don Law of Boca Raton, FL; Roger Lundy of Franklin, IN; Eric MacCluen of Avondale, PA; Frank Mantua of Olney, MD; Stacy Miller-Arndt of Bethesda, MD; John Pillar of Hawley, PA; Mike Raschko of Murrieta, CA; Will Reilly of Dresher, PA; Bud Robison of West Point, GA; Chris Smeal of San Diego, CA; Kris Smith of San Diego, CA; and Vikki Vanderpool of Franklin, TN.

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## **U.S. Kids Golf Names America's Top 50 Kids Teachers – 2**

Teachers joining the Top 50 list for the first time include Ty Andersen of Dothan, AL; Jackie Cannizzo of Roswell, GA; Nancy Dunn-Kato of Los Alamitos, CA; Richard Marik of San Francisco, CA; Charles Scoggins of Dacula, GA; Bryan Skavnak of Plymouth, MN; and Kevin Weeks of Lemont, IL.

Golf professionals who focus much of their time and energy on developing young golfers in their communities are eligible for U.S. Kids Golf's America's Top 50 Kids Teachers designation. The 2008 list of teachers was compiled from nominations from golf professionals and others in the golf industry. The teachers are judged according to 16 criteria, including percentage of time devoted to kids programs, creativity, communication and efforts to grow the game. The 2008 Top 50 list includes teachers who work at public, private, resort and municipal courses.

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## U.S. Kids Golf 2008 America's Top 50 Kids Teachers

<b>Name</b>	<b>Affiliation</b>	<b>City, State</b>
Michael Abbott	The Bridgewater Club	Carmel, IN
Bill Abrams	Balmoral Woods	Crete, IL
Eric Alpenfels	Pinehurst Resort	Pinehurst Village, NC
Ty Andersen	Highland Oaks GC	Dothan, AL
Jim Baetge	The Traditions Club at Texas A&M	Bryan, TX
Steve Beach	Glenmoor CC	Cherry Hills Village, CO
John Bearden	Monarch Bay Golf Learning Center	San Leandron, CA
Nate Birnbaum	Tilden Park GC	Kensington, CA
Henry Brunton	Henry Brunton Golf	Stouffville, Ontario
Jackie Cannizzo	Roswell CC	Roswell, GA
Tom Carlson	Sumemrlin Golf Academy	Las Vegas, NV
Bill Connally	Glen Arven CC	Thomasville, GA
Nick Crovetti	Salem CC	Peabody, MA
Clay Darby	Balcomes Country Club	Austin, TX
Roy Day	Shoreline Golf Links	Mountain View, CA
John Deigan	Wykagyl CC	New Rochelle, NY
Steven Dougan	Bedford Golf & Tennis Club	Bedford, NY
Nancy Dunn-Kato	Long Beach Parks & Recreation	Los Alamitos, CA
Rudy Duran	Rudy Duran Golf	Atascadero, CA
Tim Gavronski	Shuttle Meadow CC	Kensington, CT
Chris George	Kingsmill Resort & Spa	Williamsburg, VA
Thomas "TJ" Gomez	Shadow Valley GC	Boise, ID
Denise Grider	Castle Hill Golf Academy	Lewisville, TX
James Harris	Atlanta Athletic Club	Johns Creek, GA
Jimmy Headrick	First Tee of New Orleans	New Orleans, LA
Rick Hunter	El Prado GC	Chino, CA
Lynne Hunter	Kenwood G & CC	Bethesda, MD
Kevin Johnson	Texas Junior Golf Academy	Plano, TX
Jeff Jones	Junior Golf Success, Inc.	Longwood, FL
Drew Kayser	Belmont CC	West Newton, MA
Christopher Kenney	The Patterson Club	Fairfield, CT
Chris Knobloch	Total Golf Adventures of Atlanta	Newnan, GA
Nick Kumpis	Pelican Hill Golf Club	Fountain Valley, CA
Dona Lerner	The Preserve at Jordan Lake GC	Chapel Hill, NC
Andy Little	Little Golfers	Addlestone, UK
Bill Madonna	Big Horn GC	Palm Desert, CA
Richard Marik	Richard Marik Golf	San Francisco, CA
Dean Marks	Junior Golf Assoc of SW Mich.	Kalamazoo, MI
Mark Marshall	Lake Monticello GC	Palmyra, VA
Tom Morton	Haggin Oaks	Sacramento, CA
Andrew Nisbet	Las Positas GC	Livermore, CA
Carolyn McKenzie Andrews	Tusawilla CC	Winter Springs, FL
David Ondocsin	Glen Eagles CC	Plano, TX
Brad Pluth	Bunker Indoor Golf Center	Excelsior, MN
Steve Scheuermann	The Highlands GC	Grand Rapids, MI
Charles Scoggins	Canongate Golf Clubs	Dacula, GA
Bryan Skavnak	Bryan Skavnak Golf Academy	Plymouth, MN
Terry Sullivan	Santa Teresa Junior Golf Club	San Jose, CA
Kevin Weeks	Cog Hill GC	Lemont, IL
Craig Zimmerman	RedTail Golf Center	Beaverton, OR



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## **U.S. Kids Golf Enhanced Club-Fitting System**

### **Provides Right Fit for All Players**

ATLANTA, GA (Jan. 17, 2008) – U.S. Kids Golf is bringing its own version of custom fitting to the kids market to help young players find clubs that best fit their size, strength and ability.

The patent-pending fitting system is based on a numbering scheme that relates a player's height to the proper length clubs. The system, which was introduced in 2007, is incorporated into the TOUR Series line of advanced equipment and the Ultralight line of clubs designed for beginning players.

"The key to swing development, especially at an early age, are clubs that fit the player's size and ability as closely as possible," said Dan Van Horn, founder and president of U.S. Kids Golf. "This system brings more precision to that process than has ever been available for young players."

Fitting according to height, as opposed to age, is far more effective because of the differences in the growth rates of many youngsters. "Fitting by age can put a club in a player's hands that is wrong for the child by as much as 10 to 12 inches," Van Horn said.

In addition to height, the U.S. Kids Golf fitting system also adjusts clubhead weight and volume, shaft frequency, shaft core size and grip weight throughout the set to match young players with clubs that match their size, strength and ability.

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## **U.S. Kids Golf Introduces Enhanced Fitting System – 2**

TOUR Series, the most advanced line of junior equipment U.S. Kids Golf has ever made, includes five models for kids 4 feet to 5 feet, four inches. Numerical model names correspond to the player's height and driver-length combination. The 51-35 TOUR Series, for example, fits a 51" kid with a 35" driver. The line also includes 54-37, 57-39, 60-41 and 63-43 models. There is a 1.5-inch increase in the length of irons and a 2-inch increase in the length of woods from one set to the next.

While the right fit is important for all young players, it's even more critical for advanced players who play competitive events on a regular basis. "Players in this age group typically grow two and a half to three inches per year," Van Horn said. "TOUR Series clubs are designed so the driver length increases two inches for every three inches in height. That assures that players maintain an on-plane swing during their developing years and never have to adapt their golf swing to their equipment."

Van Horn adds that more precise fitting also provides an easier transition to adult clubs.

TOUR Series features beta-forged titanium drivers, 17-4 stainless steel fairway metals, 431 stainless steel irons and scoring wedges. Iron shafts are spined and frequency matched for consistency through the set. The shafts also have a stronger flex than traditional kids' clubs for more distance and less torque.

The company's Ultralight line is designed to help beginning players get off to the right start. In the Ultralight line, club heads are six percent lighter and shafts more flexible than Tour Series clubs. Tour Series and Ultralight clubs can be purchased separately or in sets.

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### **U.S. Kids Golf Introduces Enhanced Fitting System – 3**

worldwide.

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## **The PGA of America Teams with U.S. Kids Golf to Launch Nationwide**

### **PGA Family Course Program to Attract More Family Participation**

PALM BEACH GARDENS, Fla. (Aug. 3, 2007) – The PGA of America and U.S. Kids Golf announced today the establishment of The PGA of America Family Course Program, a nationwide initiative that is intended to provide PGA Professionals a means to make golf more enjoyable for all members of a family, regardless of age and ability.

Building off the success of its Personal Tee™ Golf Learning Program, U.S. Kids Golf will produce PGA Family Tee Markers, which will enable any golf course to make the transition into a beginner-friendly short course. The program will be a part of Play Golf America, the industry-wide campaign to attract more individuals and families to the game of golf.

“One of the great experiences in the game of golf is the opportunity to bring families together for a round of golf,” said PGA of America President Brian Whitcomb. “We believe that in joining forces with U.S. Kids Golf, the PGA of America Family Course Program will promote the positives of golf as great recreation for the family, resulting in a shorter time to play a round of golf and bring more people back to the game.”

PGA Professionals from across the country will be invited to participate in this program by purchasing a set of PGA Family Tee Markers. Each set will include PGA blue and gold tee markers for each hole, along with an official handbook, providing recommendations where PGA Family Tees may be positioned to create short course opportunities at any existing course. PGA blue tee markers will be considered Level 1, for a 1,100-yard nine-hole course. PGA gold tee markers will be deemed Level 2,

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## **PGA of America, U.S. Kids Golf Launch PGA Family Course Program – 2**

for a 1,900-yard nine-hole course.

Family Tees help players who are just learning the game shoot lower scores and have more fun, a combination that brings them back to the course and keeps them in the game, according to Dan Van Horn, founder and president of U.S. Kids Golf.

“The traditional golf course set-up is not necessarily tailored for families with young children to enjoy the game together, because most holes are too long for youngsters and beginners,” said Van Horn. “We’re delighted to join The PGA of America in encouraging courses to adopt Family Tee Markers to make the golf experience more inviting for the entire family.”

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### **About Play Golf America**

In 2004, The PGA of America launched a comprehensive package of growth of the game programs under the banner of Play Golf America™, which focuses on adult player development. This initiative is supported by the industry’s allied organizations – the PGA Tour, LPGA, USGA, and NCGOA. Play Golf America, designed to increase participation among new and occasional adult golfers, was developed by The PGA of America, with the support of Allied Associations including: the LPGA, National Golf Course Owners Association, PGA Tour, USGA and others involved in the annual Golf 20/20 Conference. The program utilizes the [www.PlayGolfAmerica.com](http://www.PlayGolfAmerica.com) Web site to serve as a link for consumers to access fun, affordable and informative programs in their area.

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## **U.S. Kids Golf**

**Dedicated to Helping Youngsters Perform Better, Enjoy the Game More  
Through Equipment, Learning Programs, Competition**

ATLANTA, GA – Recognizing that his own children would enjoy golf more if their clubs fit them better, Dan Van Horn, president and founder of U.S. Kids Golf, hit upon an idea that has helped define the junior golf equipment category.

In 1996, when Van Horn was introducing his three children to golf, youngsters had very limited choices when it came to equipment. They could play with adult clubs that had been shortened, or choose from a small selection of clubs from manufacturers whose products were geared more to adult weights, lofts, lie angles and grip sizes.

Van Horn set out to remedy the situation by launching U.S. Kids Golf. Since introducing its first line of clubs in 1997, the Atlanta, Ga.-based company has grown steadily and developed a loyal following among the golf trade and consumers. In addition, international distribution in Canada, Europe, the Middle and Far East, South America, Mexico, Asia and Australia is a vibrant part of the business

“Response from kids, as well as from their parents and grandparents concerned about getting their young players off to the right start, continues to validate our thinking,” Van Horn said. “Performance and fun go hand in hand when kids have equipment that fits them properly.”

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## **U.S. Kids Golf Backgrounder – 2**

The company offers metal woods, irons, wedges and putters in right and left-handed models. The right club choice is based on a proprietary fitting system introduced in 2007 that relates a player's height and experience level to the best fit. A full line of accessories includes carry bags, stand bags, pull carts, gloves, caps, shirts and shoes.

U.S. Kids Golf emphasizes relationships with friends and family. "Golf is a game that can bring people together. Adults have been proving that for years. We think the same kind of positive interaction can happen on the golf course between parents and their kids and help them enjoy golf for a lifetime. We want to encourage kids to play golf to the best of their abilities and have fun doing it," Van Horn continued. "We think a big part of giving kids that opportunity is making sure they have equipment that's right for them that leads to fun, not frustration."

U.S. Kids Golf clubs, which are up to 30 percent lighter than many other manufacturers' products and most cutoffs, led the movement toward lightweight clubs for kids. "Lighter clubs help kids develop better swing habits by reducing their tendency to pick up the club too abruptly during the backswing and chop at the ball," Van Horn said. Lightweight and flexible stainless steel and graphite composite shafts are also part of the formula to reduce weight and help youngsters get the ball airborne.

Reinforcing its commitment to being the complete golf company for kids, in 1999 U.S. Kids Golf added the U.S. Kids Golf Learning Program to encourage participation and development through a comprehensive instruction program.

In 2001 the U.S. Kids Golf Foundation was created and recognized as a Georgia non-profit in 2002 to provide opportunities for instruction and competition. Through the U.S. Kids Golf Learning Program and its partnership with The PGA of America Family Course

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### **U.S. Kids Golf Backgrounder – 3**

Program, the Foundation organizes and conducts Local Tours, Regional Championships and the U.S. Kids Golf World Championship qualifiers leading up to the U.S. Kids Golf World Championship at Pinehurst Resort, which is recognized as the world's largest golf tournament for players 12 years of age and younger. The event is the world's largest golf tournament for kids 4 to 12 years of age.

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**Dan Van Horn**

**Founder and President of U.S. Kids Golf Continues**

**To Pioneer Opportunities for Youngsters to Learn, Enjoy the Game**

ATLANTA, GA – Challenged by his own kids' frustration with golf at an early age, Dan Van Horn started U.S. Kids Golf in his basement in 1996, determined to help youngsters get off to the right start in the sport he loved.

A former mini tour player with a degree in mechanical engineering from the University of Arkansas, Van Horn hoped his three children would develop an interest in golf, but found they quickly became disenchanted when trying to swing adult clubs that had been shortened. Using his engineering knowledge and his playing experience, Van Horn began tinkering with lightweight clubheads and more flexible shafts that would be easier for kids to swing.

Today's U.S. Kids Golf product line for boys and girls includes clubs that are up to 30 percent lighter than typical cutoffs with flatter lie angles, more flexible shafts and slender grips. In recent years the company has introduced two-piece, low-compression golf balls ball that are designed to maximize distance and accuracy for players with slower swing speeds.

From its foundation in equipment, U.S. Kids Golf has broadened its focus to include instruction programs based on its Personal Tee Learning Program™. The Personal Tee program encourages golf courses to make the game less intimidating and easier to learn for kids and beginners by placing tees closer to the hole. A set of instruction booklets

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## **Dan Van Horn – 2**

also provides a turnkey approach for teaching professionals' junior programs.

In addition to equipment and instruction, U.S. Kids Golf conducts a growing list of tournaments on the local, state and international levels. Van Horn believes that competition is the “engine that pulls kids into the game and keeps them coming back for more.”

Growing a company from the ground up is not new territory for Van Horn. In 1987 and 1988, *Inc. Magazine* recognized Van Horn Designs as one of America's fastest growing companies. As founder and president of the company, Van Horn organized the design and manufacturing of women's accessories, securing distribution with major retailers including Macy's, Nordstrom, JC Penney, Federated Department Stores and Dayton Hudson. Under Van Horn's direction, sales grew to \$2.9 million by 1989.

Playing professionally on the Tommy Armour Golf Tour based in Orlando and the Golden State Tour based in California, Van Horn developed an interest in the Links Foundation, a Christian ministry affiliated with the PGA Tour. His interest turned into a full-time job at the Association. Among other duties, he helped organize Links Players Worldwide, an association of Christian golfers led by Bernhard Langer and Larry Mize, on an international scope.

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