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SCOTTISH GOLF UNION PARTNERSHIP ANNOUNCED

Teeofftimes.co.uk the exclusive online tee-time provider for SGU

(Windsor, Berks – May 14th, 2012) Teeofftimes.co.uk, the UK's largest online tee-time booking service, today announced a new agreement to be the exclusive provider of online tee-times for the Scottish Golf Union.

Entering into this new partnership will enable the SGU - the governing body for amateur golf in Scotland – to help clubs sell selected tee-times online via their own website, offering additional revenue support to its 580 affiliated clubs through a co-branded microsite developed by Teeofftimes.co.uk that will go live in June.

In addition to providing the SGU with online expertise and marketing power – activated through a variety of promotional channels - Teeofftimes.co.uk has committed to supporting the Union's various activities, including the work of newly-appointed Club Development Officers.

Teeofftimes.co.uk will also support the SGU's ongoing club education programme, including seminars and management training courses, helping to educate member clubs about the online opportunities available to them, as well sharing information on best practice.

“The Scottish Golf Union is looking forward to working with Teeofftimes.co.uk and providing further marketing support to our clubs. The partnership is very much focused on helping clubs generate more revenue from sales of tee-times, using the expertise of the leading company in the market,” said Ross Duncan, Marketing & Sponsorship Manager for the Scottish Golf Union.

More than 100 clubs are already signed up, and Edinburgh-based Matt Shaw, Account Manager for Teeofftimes.co.uk in Scotland, will continue to support the work of the SGU's Club Development Officers to further increase that number.

With the endorsement of the SGU partnership, clubs can be confident in signing up with Teeofftimes.co.uk, having the reassurance that they retain full control over the pricing and timing of tee-times being made available through the SGU website, which generated 30,000 unique users last month.

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“We are delighted to be partnering with the Scottish Golf Union and look forward to an ongoing relationship that will be mutually beneficial,” said Richard Barker PGA, Head of Product & Business Development for *Teeofftimes.co.uk*.

“The Scottish market is hugely important to us and is one we are very keen to develop through this new partnership. Being able to reach Scottish golfers and at the same time help Scottish clubs to increase visitor traffic is clearly a win-win situation for both parties.”

Media Enquiries

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