



Landmark Golf Club

Mr. Bob Coffman (Owner)
AZGolfZone
aka "Caddy for the Hole"
PO Box 426
Palm Springs, CA 92263

12/31/03

Dear Bob,

First of all, Happy New Year! We wish you and yours the very best in 2004 and beyond.

This is a time of year when we all tend to reflect on the past and look forward to the future. I wanted to take a moment to Thank You and your "*Caddy for the Hole*" program for the value & Professionalism it has provided our customers, our golf operations and Desert Junior Golf!

When you first presented your golf marketing company to Jeff and I we were somewhat skeptical. Although your list of services was quite compelling the question was whether you could really come through and deliver. However, as you stated from the beginning, 'don't believe a word I've said just give me chance' and we are very glad we did!!!

In less than a year's time we have been able to track well in excess of \$20,000.00 in additional revenue from your unique Customized Voucher Program. That's in addition to the thousands of dollars you have provided to Landmark GC through your Revenue Sharing Program not to mention the dozens of Landmark Golf Balls you helped us market the first few months of operations!

Your 'caddy's' conduct themselves professionally and our superintendent greatly appreciates the "Tee & Turf" care your caddies provide while out on the course. Our Tournament Coordinator appreciates the 'differentiation' your added services provide to his efforts to secure events in addition to the events you are already involved with and are attempting to position their future events at our facility. Finally, of course, our Guests who truly appreciate the 'fun factor' you provide them and the thousands of sleeves of balls, hundreds of drivers and the numerous trips you have given away as well!

On the rare occasion that a 'challenge' has come up you have been very quick with a 'customer focused' solution.

Again, Thank You! Working with you and your people has been both pleasurable and rewarding and I would highly recommend your program to any golf course looking to increase revenue and rounds played. We look forward to working with you in 2004!

Sincerely,

Don Gatch
Head Golf Professional