

LPGA MEMBER SUSAN ROLL'S CARLSBAD GOLF CENTER NAMED USA BEST 100 GOLF SHOP & TOP 100 RANGE AND FINALIST FOR LOCAL CHAMBER AWARD

CARLSBAD, CALIFORNIA. January 29, 2009 – Under the ownership of LPGA T&CP Member Susan Roll, Carlsbad Golf Center was honored for the third consecutive year as a Best 100 Golf Shop in America by industry leader *Golf World Magazine*. The awards have been given out for the past 24 years, with the 2009 list announced at the recent PGA Merchandise Show in Orlando, Florida.

Additionally, Carlsbad Golf Center was named a Top 100 Range in America for the fifth year in a row by *Golf Range Magazine*. Locally, the Carlsbad Chamber of Commerce announced that the facility is a finalist for its Small Business of the Year, which will be awarded Feb. 20.

The prestigious Best 100 Golf Shops honor recognizes excellence and innovation in golf retail merchandising and customer service, as well as visual presentation and financial performance. Carlsbad Golf Center, which launched an online store version of its pro shop last year to better service customers around the country, was one of just three locations in San Diego County among the nationwide winners and one of six independent golf shops among the 25 “off course” category winners.

"As an independent golf shop we strive to meet our customers' high standards for outstanding service and selection," said Susan Roll, facility co-owner and member of both the PGA & LPGA. "We thank all our customers for trusting us with their golf games. It's an honor and a privilege to once again be recognized among the greatest golf shops in America."

Under Roll's direction, Carlsbad Golf Center has developed into one of the largest and most sought-after custom clubfitting centers in southern California. Roll, along with co-owner Dana Chaiken, is one of just a handful of women golf facility owners in the country. She was recently honored as the 2008 PGA Southern California Section Merchandiser of the Year (Public Facilities) and previously was named the 2005 LPGA National Professional of the Year.

Golfers from all around the world travel to Carlsbad Golf Center for its unique, outdoor state-of-the-art fitting of 13 top equipment brands for men and women golfers of all ages and abilities. Golfers can see ball flight on the driving range while they work with a professional clubfitter and computer launch monitor. Hundreds of fitting clubs of all types are featured so that golfers can test and target those that perform best with their individual swing to hit the ball farther, straighter and more consistently.

The 3,000 sq. ft. pro shop offers performance golf apparel and shoes for men and women, complete on-site club repair and extensive accessories and gifts. Customers can also shop

online for most of the pro shop merchandise, with shipping anywhere in the United States.

The 58-stall lighted driving range, open early and late daily, offers 300+ yards of hitting area and the ability to see complete ball flight and aim at target greens. The practice facility also includes a grass putting and chipping green, an artificial putting green and a practice bunker.

A team of award-winning PGA & LPGA instructors offers lessons for golfers of all abilities, including learn-to-play, group, drop-in and private sessions. Complete instruction information, teacher credentials and event calendar available on website.

For more information on services and products, please visit:
www.carlsbadgolfcenter.com or call 760-720-GOLF (4653).

###