

**FOR IMMEDIATE RELEASE**

January 27, 2012

***GOLF WORLD* ANNOUNCES “100 BEST GOLF SHOPS”**

NEW YORK, NY—For the 27<sup>th</sup> consecutive year *Golf World* has published its selection of the “100 Best Golf Shops”—a collection of those private, resort, public and off-course shops that have excelled in retail operations. The list will appear in select copies of the January 30 issue of *Golf World*.

Of the 28 states represented on the list, California has the most shops with 16. Florida is second with 14 followed by Arizona with 11.

To The PGA Tour Shop has 11 shops on the list, the most of any golf retail outlet. Other facilities with multiple shops include the TPC properties (nine), Bandon Dunes (two), Carl’s Golfland (two), Edwin Watts Golf (two), Kiawah Island Golf Resort (two), Lumpy’s Golf (three), and Pebble Beach (two).

Two shops have appeared on the list all 27 years: Haggin Oaks Golf Super Shop in Sacramento, Calif. and Carl’s Golfland in Bloomfield Hills, Mich.

In 2010 the combined revenue of the 100 Best Shops was \$200,155,542. In 1986, the first year of the list, total revenue was \$61.8 million.

To be considered for the annual list, golf shops submitted entries to the magazine. The winning shops were then chosen based on three criteria, each weighted equally:

- Revenue per square foot and per round of golf played compared with shops in the same category.
- Appearance of layout and product displays (determined through photos submitted to the magazine).
- Evaluation of a shop’s successful promotions and recent initiatives within the last year (described through a written response).

**About *Golf World***

*Golf World*, the nation’s oldest and most widely read newsweekly golf magazine, is published by Condé Nast. Condé Nast is home to some of the world’s most celebrated media brands. In the United States, Condé Nast publishes 18 consumer magazines, four business-to-business publications, 27 websites, and more than 40 apps for mobile and tablet devices. For more information about *Golf World* go to [www.golfdigest.com](http://www.golfdigest.com) and stay connected on Twitter by following @GolfWorldUS.

###

**Media Contacts:**

Meg D’Incecco, 212/286-2539

[mdincecc@condenast.com](mailto:mdincecc@condenast.com)

Will Ober, 203/761-5243

[will.ober@golfdigest.com](mailto:will.ober@golfdigest.com)

