



**CaddyCam™**

## Golf Course Advertising

Advertisers can now direct their messages to the difficult-to-reach demographic group that golfers represent:

- *high-income*
- *well-educated*
- *decision-making business people and leisure enthusiasts*

## Media Options

Local, regional, or national campaigns:

- Integrated promotional opportunities are custom tailored to client's needs

An Efficient Ad Expenditure:

- As low as \$15 CPM (Golf publications charge \$40-60 CPM)
- **CaddyCam™** delivers between 30,000 and 50,000 annual impressions per market

## About Sun Surveillance, Inc.

- **CaddyCam™** is manufactured by Sun Surveillance Inc., located in Greer, SC, and specializes in manufacturing wireless solar powered video surveillance cameras
- **CaddyCam™** is a revolutionary patent pending application designed for golf courses that allows golfers to view a blind approach shot from a monitor that is conveniently located on the course
- **CaddyCam™** is installed by Sun Surveillance, maintained by Sun Surveillance, and operates year round
- **CaddyCam™** is a completely turnkey unit conveniently located on any hole in which the golfer needs to hit a blind shot
- **CaddyCam™** is completely wireless and operates by solar power. The unit operates by transmitting wireless video from the camera unit to the receiving unit that encloses a monitor. The golfer pushes a button on the enclosure just below the monitor and live video is instantly displayed
- **CaddyCam™** adds value, prestige, and most importantly, safety for all golf courses

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## Demographic Profile

Golf attracts people with a more attractive demographic profile than almost any other recreational pursuit

Golfers are successful:

- Average household is \$84,300 per year
- Over 25% have income levels of \$100K+ per year
- 55% professional/managerial

Golfers are well educated:

- 55% have a bachelors or graduate degree

Golfers are high-end consumers:

- **Automobiles**
  - Own or lease 2.5 vehicles per household
  - 60% purchased a new vehicle in the previous year
  - 23% intend to buy an automobile in the next 12 months
- **Home Owners**
  - 80% own at least one real estate property
  - 20% of these own two or more
- **Travelers**
  - 80% plan to travel on vacation next year. Of these, about 80% said they plan to play golf on vacation
  - 40% plan their vacations around golf courses or resorts
- **Computer/Internet Users**
  - 60% own home computers. Of those, 90% also use computers at work
  - 87% of golfers use the internet
  - 42% use the internet to access golf-related information
- **Electronic Consumers**
  - 93% own high-end electronics
  - 79% own a cellular phone
- **Golf Equipment Aficionados**
  - Spend \$6.2 billion annually on golf equipment and apparel
- **Healthy Investors**
  - 66% invest in mutual funds, 59% in stocks, 28% in bonds
  - 63% are enrolled in a 401K plan
  - 53% own a Visa Gold/Platinum credit card, 43% own a MasterCard Gold/Platinum, 11% own an Amex Gold/Platinum
  - 46% own department store credit cards
- **Heavy Beverage Drinkers**
  - 90% drink a beverage during or immediately after practicing at the driving range.
  - 48% drink beer and 49% drink juice, power drinks, or soda

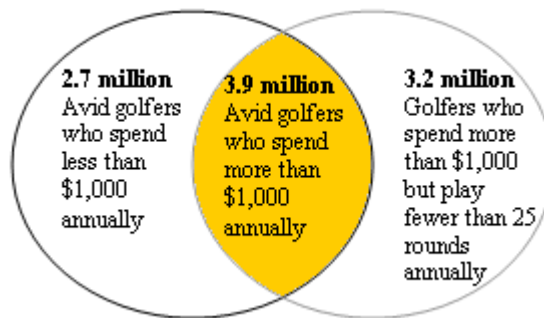


## MEDIA KIT: GOLF PARTICIPATION AND SPENDING

| Number of Participants (Millions) |        |        |          |
|-----------------------------------|--------|--------|----------|
|                                   | 2001   | 2000   | % Change |
| Total Participants                | 37,100 | 36,000 | 3.0%     |
| Golfers (ages 18+)                | 25,800 | 25,400 | 1.6%     |
| Juniors (ages 5 - 17)             | 4,400  | 4,000  | 10.0%    |
| Practice Range Golfers            | 6,900  | 6,600  | 4.5%     |

| Breakdown                            |        |        |
|--------------------------------------|--------|--------|
|                                      | 2001   | 2000   |
| Total Golfers                        | 25,800 | 25,400 |
| Participation Rate                   | 12.3%  | 12.1%  |
| Male Golfers                         | 76%    | 81%    |
| Female Golfers                       | 24% *  | 19% *  |
| Occasional Golfers (1-7 rounds/year) | 55%    | 46%    |
| Moderate Golfers (8-24 rounds/year)  | 22%    | 28%    |
| Avid Golfers (25+ rounds/year)       | 23%    | 26%    |
| Senior Golfers (50+ years of age)    | 28%    | 29%    |

\* These numbers bear watching.



## The Golf Travel Market

Golfers spent \$124 billion on all travel-related expenses in 2001. \$26.1 billion of that included golf.

- ¼ of all U.S. travel expenditures are contributed to golfers.
- Number of golf travelers in 2001 was 11.5 million.
- Average golf travel spending per year in 2001 was \$2,270 / person.
- 3.2 million business travelers played golf on their trip in 2001. That's about 11% of business trips.
- 51% also play golf on vacation.
- 45% of golf related trips included air travel.

### \* Total Travel Spending By Golfers - 2001(Includes golf and non-golf travel)

|                     | # of Traveling Golfers (in Millions) | Average Spending/year | Total Spending (Billions) |
|---------------------|--------------------------------------|-----------------------|---------------------------|
| All Business Travel | 9.5                                  | \$6,021               | \$57.2                    |
| All Vacation Travel | 21.4                                 | \$3,103               | \$66.4                    |
| <b>TOTAL</b>        | <b>22.8</b>                          | <b>\$5,421</b>        | <b>\$123.6</b>            |

### \* Total Travel Spending By Golfers - 2001(Includes only golf travel)

|                     | # of Traveling Golfers (in Millions) | Average Spending/year | Total Spending (Billions) |
|---------------------|--------------------------------------|-----------------------|---------------------------|
| All Business Travel | 3.2                                  | \$2,844               | \$9.1                     |
| All Vacation Travel | 10.0                                 | \$1,700               | \$17.0                    |
| <b>TOTAL</b>        | <b>11.5</b>                          | <b>\$2,270</b>        | <b>\$26.1</b>             |

### \* Non-Golf Travel Spending By Golfers - 2001(Total travel less golf travel)

|                          | # of Traveling Average Total | Average Spending/year | Total Spending (Billions) |
|--------------------------|------------------------------|-----------------------|---------------------------|
| Non-Golf Business Travel | 8.3                          | \$5,795               | \$48.1                    |
| Non-Golf Vacation Travel | 18.9                         | \$2,614               | \$49.4                    |
| <b>TOTAL</b>             | <b>20.2</b>                  | <b>\$4,827</b>        | <b>\$97.5</b>             |

Totals include overlap between the categories above. (Example: Some golfers go on both business and vacation travel.) Source: NGF Publications 2002