



*Golfsmith Announcement*  
January 16, 2009

## ***Formation of Jeff Sheets Golf Design, Inc.***

**Golfsmith and Jeff Sheets Golf Design Announce Multi-Year Agreement/Relationship for Golf Club Design and Development**

[Golfsmith](#) International Holdings, Inc. (NASDAQ: GOLF) and golf club designer Jeffrey Sheets today announced a multi-year collaboration agreement under which the newly formed Jeff Sheets Golf Design, Inc. will provide golf club development and design services for Golfsmith's [Snake Eyes](#), [Lynx](#), [Killer Bee](#), and [XPC](#) golf club brands. In addition to continuing to design golf clubs for Golfsmith's proprietary brands, Sheets and his team will also provide instruction in [Clubmaking classes](#) at Golfsmith, along with contributing written articles on the topics of club design, fitting, technology, and repair.

After serving for the last six years as Golfsmith's Vice President of Research and Development, in January, 2009 Sheets formed Jeff Sheets Golf Design, Inc., a new company which will act as a provider of complete golf club design, engineering, and golf club customization services for both large companies and individuals. Joining Jeff Sheets Golf Design as the company's Master Clubmaker is equipment veteran Bill Totten, whose expertise in golf equipment spans two decades. Mechanical engineer David Cersley, also an experienced Golfsmith veteran, has also joined the Sheets team as the company's Product Development Manager and golf club designer.

"In forming my own design company, I now have the opportunity to expand my golf club design presence within the industry by servicing the needs of various original equipment manufacturers, as well as Golfsmith. My close relationship with Golfsmith will continue, and I look forward to the continued support I can provide them in designing world class products for their clubmaking and assembled club businesses." said Sheets.

"Jeff and his team have been a valuable asset to not only Golfsmith, but clubmaking in general over the years, and we are thrilled to be able to continue developing great products with his newly formed company." said David Lowe, Golfsmith's Vice President Proprietary Brands. "In addition to product development, we were able to strike a deal that will have Jeff, Bill, and David continuing their contributions to the craft and business of clubmaking by providing ongoing innovation, education, and information to Golfsmith customers and [GCA](#) members alike."