



## **MEDIA ADVISORY**

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**FOR IMMEDIATE RELEASE**

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### **SOUTHWEST FLORIDA INTERNATIONAL AIRPORT SHOP RECOGNIZED ON *GOLF WORLD'S* TOP 100 LIST**

The Lee County Port Authority is pleased to announce that the PGA TOUR Shop, located in the main terminal at Southwest Florida International Airport, was recently named one of *Golf World* magazine's 100 Best Golf Shops for 2009. The PGA TOUR Shop is operated by The Paradies Shops and features golf apparel and accessories, exclusive tournament merchandise, instructional videos, books, gifts and more.

Below is the news release from The Paradies Shops for more information.

**MAR. 11, 2009**

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**FOR IMMEDIATE RELEASE**

**February 11, 2009**

#### **Eleven PGA TOUR Shops Featured on *Golf World's* 100 Best Golf Shops List**

#### **Award-winning Shops Named to List for 14<sup>th</sup> Consecutive Year**

**Atlanta, GA - February 11, 2009** - For the 14<sup>th</sup> consecutive year, select PGA TOUR Shops, operated by The Paradies Shops, have once again been named to ***Golf World* magazine's list of 100 Best Golf Shops**. The 2009 edition of the list features 11 PGA TOUR Shops, including six repeat honorees (\*denotes repeat winners).

**Dallas/Ft.Worth International Airport**

**Southwest Florida International Airport - Ft. Myers**

**McCarran International Airport - Las Vegas**

**General Mitchell International Airport - Milwaukee**

**Philadelphia International Airport**

**Jacksonville International Airport\***

**Detroit Metropolitan Wayne County Airport\***

**Phoenix Sky Harbor International Airport\***

**Reno/Tahoe International Airport\***

**San Francisco International Airport\***

**Palm Beach International Airport\***

The 24<sup>th</sup> annual 100 Best Golf Shops list is compiled by *Golf World* editors and contributors, judging on and off-course shops on revenue, shop layout, and success of promotions and initiatives within the last year.

“Since 1991, we have been extremely proud to offer exclusive merchandise to the traveling public through our partnership with the **PGA TOUR**,” said Gregg Paradies, president and CEO of The Paradies Shops. “To have a record 11 Shops appear on this esteemed list is the result of our team’s dedication to outstanding customer service and offering quality products at a great value, always with the **Best Price Guarantee**.”

“We are thrilled to see that once again, for the 14th year in a row, The Paradies Shops has been recognized by Golf World for their commitment to quality, value and customer service,” said Tim Hawes, Senior Vice President, PGA TOUR Retail Licensing. “We are extremely proud of our 18- year partnership with The Paradies Shops and look forward to a bright and long-lasting future together.”

#### **About the PGA TOUR**

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to expand the PGA TOUR domestically and internationally so as to substantially increase player financial benefits while maintaining our commitment to growth in charity and integrity to the game.

In 2009, the three Tours compete in 102 events for more than \$350 million in prize money. Tournaments will be held in 10 countries outside the U.S. and in 35 states.

In addition to providing competitive opportunities for its membership, TOUR events also generate significant funds for local charities. In fact, the three Tours have surpassed the \$1 billion mark in overall charitable contributions. The PGA TOUR’s web site address is [www.pgatour.com](http://www.pgatour.com) and the company is headquartered in Ponte Vedra Beach, FL.

#### **About Golf World**

*Golf World* magazine is the “best weekly news magazine of golf” and is published by *Golf Digest*. The magazine provides in-depth coverage and access to all the pros, as well as comprehensive stats and analysis for the PGA TOUR, LPGA, Champions Tour, Nationwide Tour and International Tours.

#### **For More Information:**

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##### **The PGA TOUR**

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