



NEWS RELEASE

## **LINKS GOLF CAFÉS PROVIDES COMPLIMENTARY LIFETIME MEMBERSHIPS TO ALL PGA OF BC PROFESSIONALS**

*First Ever Golf Café in BC Looks to Support Golf Industry*

Vancouver, B.C. (September 2, 2009) – The good times keep rolling for BC Golf Cafés Group. On the heels of becoming an official sponsor of the PGA of British Columbia in 2009, BC Golf Cafés Group is giving all PGA of BC professionals a lifetime membership to all 20 future Cafés. The BC Golf Cafés Group is working with Parmasters Golf Training Centers Inc. to build 20 Links Golf Cafés in British Columbia as part of BC Golf Cafés Group and Parmasters desire to support the golf industry in BC.

“In addition to the free lifetime memberships, we also want to support our local PGA Pros by offering a referral fee to them for any future members that they refer. We all know that everyone could use a little extra income these days,” said Darrell Ross, President of BC Golf Cafés Group.

The PGA of BC is also earning equity in all 20 Cafés, based on involvement of PGA of BC members in this project. The equity earned will go towards increasing the prize pools for PGA of BC tournaments well into the future.

“The PGA of BC is thrilled to be involved with Links Golf Café,” said PGA of BC Executive Director, Brian Butters. “The benefits to both our members and the association as a whole are substantial as there is great opportunity to capitalize on the Links Golf Café investment. We look forward to building a strong relationship with Links Golf Café well into the future.”

Here’s a link to a quick three minute movie that explains the Links Golf Café concept:

[http://www.impactmovie.com/links\\_cafe/](http://www.impactmovie.com/links_cafe/)

Links Golf Cafés are the gathering place for all things golf related. Great food, custom-roasted organic coffees, game improvement training aids and tools, custom fit, custom designed golf clubs, cool performance clothing, corporate and community meeting rooms and the hottest golf simulators on the planet.

“Links Golf Cafés are absolutely going to grow and expand the game of golf in high traffic urban areas and reach a demographic that is currently under-served in golf,” said Parmasters Board of Advisor and Golf Professional, Chip Beck, who recently played in the PGA of BC Championship Pro-Am. “Every Pro should get the word out to their clients as soon as possible.”

Ideally suited in major shopping malls, premium factory outlets and busy downtown office towers, each Links Golf Café positions itself uniquely in the field of coffee bars, not only as a place to grab refreshing drinks and mouth-watering food, but also as a much needed escape from the hustle and bustle of daily life with the calm of golf centred surroundings.

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Some other amenities of Links Golf Café include:

- Long Game Fluency Bays - with automatic ball tee-up system enabling the user to hit a ball every two seconds and develop a smooth, fluid swing in less than ten minutes
- About Golf™ High Tech Golf Simulators - play over 50 famous golf courses indoors, including Pebble Beach, or optimize your swing with DATA TRAC™
- Meeting Rooms - whether it's a business meeting, corporate golf outing or a child's birthday party, Links Golf Café has the technology and environment for fun and success.

For more information about the many ways you can get involved in the BC Links Golf Café project please contact Darrell Ross at 604.685.8578 or toll free at 800.663.2331 or email at darrell\_ross@parmastersgolf.com

### **Links Golf Café**

A gathering place for coffee lovers, golf enthusiasts, friends and co-workers to savour, indulge in, appreciate fully and spoil their senses, Links Golf Café is the first high-tech “drop-in” golf café franchise in the world. It features custom-roasted organic coffees, light breakfast fare, cold beverages, gourmet hot dogs, grilled Pannini sandwiches, and tasty snacks. Patrons will also have access to the largest variety of golf magazines from all over the world as well as golf simulators where you can have your choice of twenty-nine famous courses including Pebble Beach and Augusta National or you can optimize your swing.

Links Golf Café is one of the registered brands offered by Parmasters Golf Training Centers, soon to be Aegis Investment Management. Aegis Investment Management is dedicated to helping entrepreneurs have more life and more profits by investing in the golf industry.

### **About the Professional Golfers' Association of British Columbia**

The PGA of BC is one of nine zones comprising the Canadian Professional Golfers' Association (CPGA). The PGA of BC serves and represents more than 650 golf professionals who work at and operate golf courses, driving ranges and other golf facilities throughout the Province. PGA of BC professionals are experts in the business of golf, are the most qualified instructors of the game, and are essential to any successful golf operation. PGA of BC professionals teach and administer golf while providing strong leadership in the community through charity events and volunteering. The PGA of BC operates ten provincial championships at venues around BC involving professionals and professionals teamed with amateur golfers. The PGA of BC also owns and operates the PGA of BC Trade Show, the largest annual golf industry gathering in BC. For further information on the PGA of BC visit [www.pgabc.org](http://www.pgabc.org)

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