



**FOR IMMEDIATE RELEASE**

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## **MARKETING EXPERT PUTS SUMMER LEISURE ACTIVITIES BACK IN REACH AMIDST STRUGGLING ECONOMY**

***Smart Circle® International Adds Golf Packages to Retail Program,  
Driving More Customers to Courses Across the Country***

**DALLAS, Texas – July 15, 2009** – Referral marketing leader, [Smart Circle® International's](#), popular golf offerings are now available through its growing national Retail Program. This unique program creates another venue for **public and semi-private golf courses** across the U.S. to increase sales through the distribution of exclusive value packages at popular retail locations, like Sam's Club. Partnering golf courses can increase brand awareness through the sale of signature Smart Circle Cards® that feature special offers, such as **free rounds of golf**, which are marketed directly to consumers within The Smart Circle's events-based, business-to-business and big box retail programs across the country.

The Smart Circle's Retail Program, which began in spring of 2008, has grown from 500 clients in 150 retail stores to an ongoing client base of nearly 10 national retail brands in 2,000 stores across the country. Additionally, partnering golf courses are promoted through face-to-face referral marketing to an average of 150-200 people each day. In some local communities, multiple golf courses are included on one card, offering consumers a variety of courses to choose from.

For nearly two decades, The Smart Circle has worked with golf course management companies operating more than 300 golf courses across the country, such as American Golf, Troon and Kitson & Partners, among others, to develop special offerings such as:

- **Complimentary green fees,**
- **Dining packages and**
- **Special values on lessons and pro shop purchases.**

“In addition to driving golfers to our partnering courses, we provide an opportunity for them to develop loyal customers and increase awareness for tournaments, membership offerings and corporate events,” said George Graffy, president of Smart Circle International. “The Retail Program is just another dimension of our popular marketing programs that helps our clients get in front of potential customers, and consumers gain exclusive access to special offers at an affordable price.”

“The phone began ringing as soon as The Smart Circle’s team hit the neighborhoods,” said Greg Christovich, VP of Operations for Kitson Partners Golf Course Management. “Within one week, The Smart Circle Cards began appearing from new and returning customers looking to utilize the offers.”

In addition to The Smart Circle’s golf offerings, the company partners with clients in a variety of industries that are looking to enhance visibility and generate [sales](#) and leads more effectively and efficiently, from **travel, spas** and salons, professional and independent **sports teams, restaurants, movie theaters** and area **attractions**, to home improvement service providers. This unique sales approach brings offers directly to consumers at their homes, businesses and via retail locations, giving clients a level of convenience unmatched by traditional advertising models. Helping clients such as Hyatt Hotels, Victoria Jackson Cosmetics and the Atlanta Braves, The Smart Circle’s sales professionals serve as an extension of the brand by communicating their offering to consumers, allowing businesses to maintain a focus on providing the highest quality product and service for the customer.

#### **About Smart Circle® International**

Since 1989 Smart Circle International has been the dominant force in referral marketing worldwide. Major companies across a number of industries, including travel, home improvement, salons and spas, professional and independent sports teams, restaurants and area attractions, turn to Smart Circle International to build traffic, enhance brand loyalty, fill unused capacity and generate new customers. Smart Circle International reaches consumers face-to-face through its retail and community marketing networks. Smart Circle® International [<http://www.smartcircleinternational.com>], The Smart Circle® and Smart Circle Cards® are trademarks of Smart Circle International, Inc.

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