



2004 SUMMER HAPPENINGS

Golfknockoff.com Begins to Offer Golf Club Components to Customers and Clubbuilders



Minneapolis, MN -- June 29, 2004

Golfknockoff.com has just completed a soft launch of its updated site. It has now begun to offer golf club heads as part of its ongoing effort to provide products that meet the needs of customers and clubbuilders asking for just components of popular clone golf clubs.

"Increasingly during the last twelve months our customers asked if we could sell them just the heads and we weren't yet set up to do that. Now, we've made extensive changes to our site and have begun to offer golf club heads. In the next two weeks, grips and shafts will be added as well. We are excited to begin servicing our customers that want to build their own clubs with our components," stated Sven Andersen, Clubbuilding Consultant.

Golfknockoff.com and **CheapGolfStuff.com** are part of a growing network of sports-oriented Internet sites that began in 2001 and has sold its products to consumers in 49 states and 13 foreign countries.

CheapGolfStuff.com Soft Launches with Great Prices on All Kinds of Golf Clubs



Minneapolis, MN -- May 22, 2004

To better service the cost-conscious golfer, those just picking up the game, and junior golfers, **Golfknockoff.com** just launched a new sister site called **CheapGolfStuff.com** that offers an extensive selection of golf clubs for golfers that want good clubs, but don't need clones. The site offers titanium drivers for under \$60, putters for under \$25 and complete 17-piece sets for less than \$250.

"We found that some of our customers don't want to spend a lot on their golf clubs because they are just taking up the game or they have a son or daughter that is interested in the game, but isn't sure they are going to stick with it. Starting out with our inexpensive clubs will help them give the game a try without breaking the bank," said Director of Sales, Bruce D. Stasch.

The clubs may not be a clone of any particular brand name, but they still come with a 30-day money back guarantee and a 1-year product and workmanship warranty.



2004 SUMMER HAPPENINGS

Golfknockoff.com Sells Clones of 59% of the Brand Name Clubs Tested During Golf Magazine's Club Test® 2004



Minneapolis, MN -- April 20, 2004

For those of us who can't attend the PGA Golf Show, every year we eagerly await the May, 2004 issue of Golf Magazine's Club Test® 2004. The issue has become the bible for regular golfers to learn about all of the new clubs that the major manufacturers have introduced during the winter. This year's test, the 13th year that they've held this event, brought 40 golfers together to test and rate 39 models of drivers, irons, fairway woods and hybrids.

We thought it might be nice to see how many of these clubs that were just introduced, had a similar clone option available. We were surprised to note that 59% of the clubs tested, a similar clone was now available on our website.

Although our analysis is not a scientific study, it compared what we had on our site to what was tested in Club Test 2004. We had these results: Drivers 7 of 14 (50%), Irons 8 of 13 (61.5%), Fairway Woods & Hybrids 8 of 12 (66.6%). Total 23 of 39 (59%).

For the 2nd Year in a Row, Golfknockoff.com Participates with Matt Blair Celebrity Promotions in 9 Charity Golf Events



Minneapolis, MN -- March 22, 2004

For the second year, Golfknockoff.com has joined with Matt Blair Celebrity Promotions (MBCP) to sponsor nine Minnesota-based charities. MBCP was founded by former Minnesota Viking football player Matt Blair; a 6-time all-star linebacker, to manage charity golf events across Minnesota.

The golf events begin June 21, 2004 and are held at some of the top courses in Minnesota. The charities that we will be supporting are: the International Hearing Foundation, Live to Serve, Storefront Group, Lupus Foundation, Links to Literacy, Special Olympics Minnesota, Homeward Bound, First Tee of Minnesota and Volunteers of America.



Website Wins 2004 Golden Web Award for E-Commerce Design from the International Association of Webmasters & Designers

Minneapolis, MN -- March 10, 2004

Recently, Golfknockoff.com was awarded the 2004 Golden Web Award for E-Commerce Design from the International Association of Webmasters & Designers. This award is a peer-reviewed competition and entrants are judged on website design, originality and content.