

Canadians are passionate about golf and proud of the country's golfing heritage. cangolf.com has been developed to provide Canadians with a complete roundup of Canadian golf news and information.

- ✓ cangolf.com will keep golf fans up-to-date on scores from tournaments around the country - from provincial amateur events to the major pro tour stops.
- ✓ cangolf.com will follow our established players on the pro tours and search for our emerging stars through complete coverage of the country's amateur scene. Cangolf will offer items of interest for golfers of all abilities such as equipment profiles, rules tips, etiquette and other topics.
- ✓ cangolf.com's mission is to get information to Canada's golf fans quickly. Editorials and feature-writing will continue to be the domain of the traditional media.
- ✓ Golf is big business yet still a game. cangolf.com will deliver its content within a fun and easy-to-navigate layout.

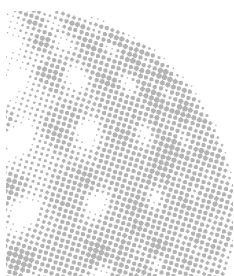


cangolf.com is THE source of information about Canadian golf.

The traditional media provide superficial coverage focussing only on the big stars and big tournaments.

Canadian golf fans want news and information!

- ✓ Canadian golf news
- ✓ Scores and reports from provincial events up to the PGA Tour
- ✓ Canadian player profiles, chat rooms, jokes, trivia
- ✓ The latest in equipment and trends
- ✓ Contests ongoing
- ✓ Regular polls
- ✓ Interactive Rules Forum
- ✓ Pro Quick Tips
- ✓ Travel Destinations



What the press say about **CAN GOLF COM**

Are you trying to keep track of anything Canadian in the world of golf? cangolf.com, a brand new site devoted to highlighting and updating tournament scores and news about Canadian golfers everywhere.

- Winnipeg Free Press, February 19, 2001

... Internet web site for news of amateur and professional players and tournaments across Canada - cangolf.com.

- Toronto Star, February 21, 2001

was checking the latest news for the Canadian Tour and saw the link for your new site.

Congratulations! It looks really sharp and it appears that you have the framework for what might become a really informative national golf web site for Canada.

Good luck and keep up the good work.

- Flagstick Golf Magazine

Love cangolf.com. It looks like you have a very solid base with the content you can pull from Cantour.com. The part I think will be the most successful is the amateur section - At least from an "outsiders" point of view

The national and provincial schedules are the most comprehensive I've have found on the web. From a content point of view, you are very lucky. You have a very unique audience with very unique tastes.

- Rex Hoggard, Managing Editor, Golfweek.com



cantour.com and cangolf.com are twin sites.

Cantour (the site of the Canadian Tours) began in 1998 and was an immediate hit! Traffic has doubled each year.

Advertisers have the opportunity to work with Canada's two leading golf sites.

- ✓ The Canadian Tour is the showcase of men's golf in Canada. The Canadian Tour has produced players that have won more than 40 PGA Tour events, including Canada's Mike Weir.
- ✓ The Canadian Tour has doubled the number of tournaments and total purse in the past five years. This year, the Canadian Tour players will compete for a record \$2.7 million in prize money.
- ✓ The Canadian Tour is a member of the International Federation of PGA Tours, which includes, the US PGA Tour. Its tournaments are included on the Official World Golf Ranking system, used to determine exemptions into the 'Majors'.
- ✓ The Canadian Tour has just started a 10-year partnership with The U.S.-based Golf Channel to feature live event coverage and promote the site.



cantour.com delivered more than 10 million hits in the past 12 months; 1.7 million page views and more than 350,000 visitors.

cangolf.com delivers a much sought-after target. If you want to reach this extremely desirable demographic then cangolf.com is the vehicle for you.

- ✓ Readers to the combined sites visited more than 700,000 pages in February and March 2001 alone.
- ✓ cantour.com alone in February, with the support of the new cangolf.com, exceeded its previous best month in all of 2000 (July) - In the middle of the winter!
- ✓ We forecast 4.5 million page views for the combined cantour-cangolf sites in 2001
- ✓ cangolf.com is a partner with the hugely popular cantour.com - the official site of the mens Canadian Pro Tour.
- ✓ The two sites are strongly linked to enable visitors to cross back and forth. cangolf will provide a wide range of news and interest while Cantour will continue to focus on the rapidly growing Canadian Professional Golf Tour.
- ✓ cantour.com has doubled traffic in each of its first two years.
- ✓ The average visitor spent close to 10 minutes per visit.



The Canadian Professional Golf Tour has added five new events this year with live coverage on The Golf Channel across North America.

A potential audience of 30 million viewers saw cantour.com identified as the source for more information about the tour.

- ✓ We are pursuing an aggressive promotional campaign and forging strategic links in the golf community to build cangolf.com traffic. We began with a modest public relations campaign which will increase as we near Canada's golf season.
- ✓ We have a content-sharing arrangement with the U.S.-based Golf Channel.
- ✓ We have partnered with Equipgolf magazine to bring readers the latest in equipment and accessories.
- ✓ cangolf.com has invited the national and provincial golf associations to participate in the site by allowing them to post information directly on cangolf.com. Participation has been strong and reports can already be seen on the site.
- ✓ cangolf.com will drive more traffic through the site via contests, email news bulletins, jokes, and trivia. Our jokes can already spread the word about cangolf.com through a viral marketing strategy. We will provide an automated email service to provide fans with a regular Canadian Results Report.



***More Canadians
Play Golf
Than Hockey.***

***StatsCan says
Golf is the sport
of choice among
Canadians - its
popularity has
surpassed all
other sports.***

- ✓ 5.1 million Canadians played at least one round of golf in 1998, giving Canada the highest golf participation rate in the world (20.5%).
- ✓ Golf has a male skew; but female participation and interest is growing rapidly. There are more than 1.4 million male core players compared to 500,000 female participants.
- ✓ 81 per cent of individuals in households with annual income of \$80,000 or higher use the internet.
- ✓ 79 per cent of those who use the internet have a university education.
- ✓ More than half (55 per cent) of all Canadian internet users regularly access news sites - the second-most popular use of the medium.

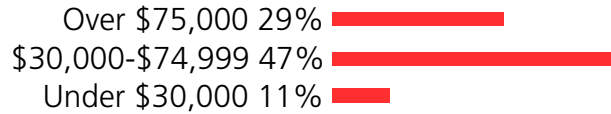




GENDER



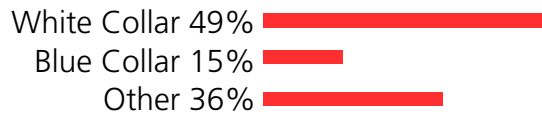
HOUSEHOLD INCOME



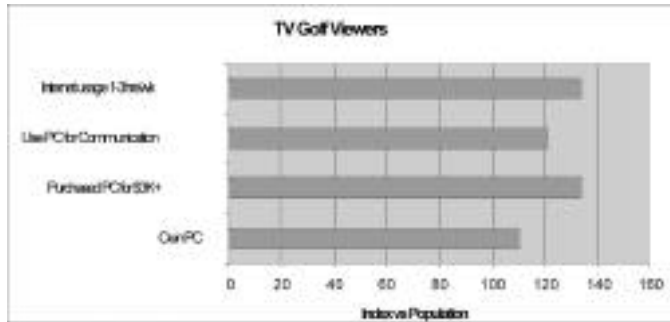
AVERAGE AGE



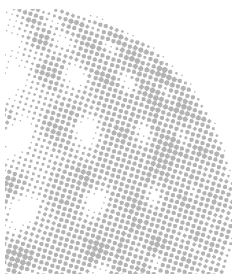
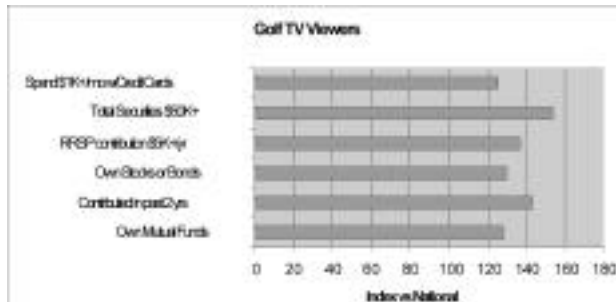
OCCUPATION



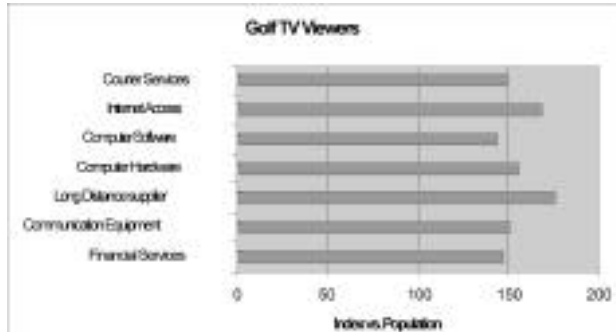
Golfers are web wise:



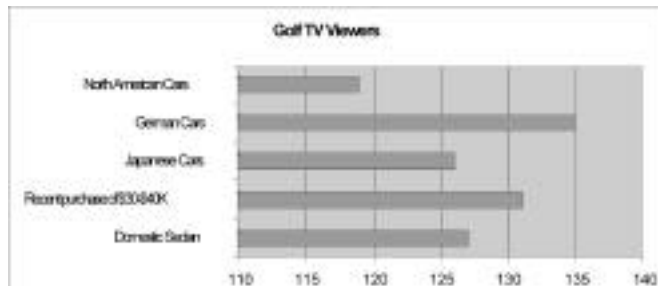
Golfers have money and invest it:



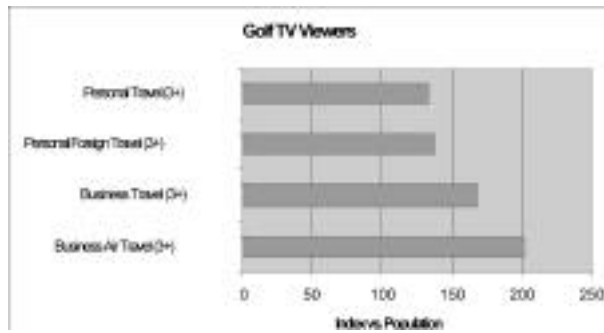
✓ Golfers make business decisions:



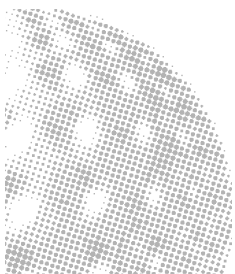
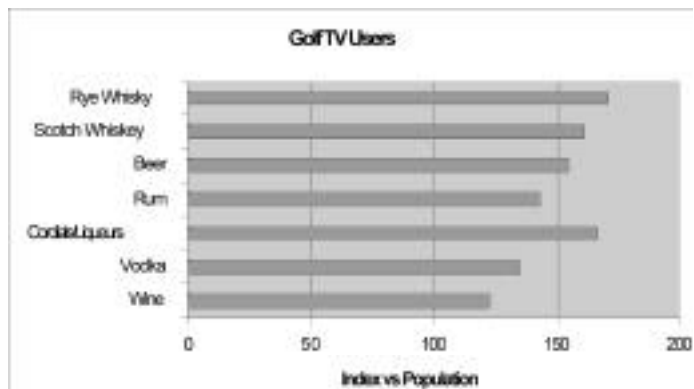
✓ Golfers Spend on Cars



✓ Golfers have funds to travel:



✓ Golfers buy alcohol:



Impressions	Banners Cost Per Thousand	Buttons Cost Per Thousand
Up To 100,000	\$32.50	\$20.00
101,000 – 500,000	\$27.50	\$16.50
501,000 – 1 million	\$25.00	\$13.00

✓ Ads will be placed in multiple locations throughout the combined site to achieve the desired number of impressions per month or per 90-day period. Alternatively, specific directories or pages can also be requested for a predetermined amount of time OR impressions.

✓ **CANGOLF AD SPECS**

Banner Dimensions: 468 pixels wide by 60 pixels high (dimensions are preferred but can be modified slightly)
 File Size: 10 K maximum (7K preferred for faster delivery)
 Delivery to cangolf.com: Send banner image in GIF (filename.gif) format to cangolf@cangolf.com by attaching to an Email. NOTE: In text of Email please

include the URL to link to your ad banner. Production is available at additional cost.

✓ **TERMS AND CONDITIONS:**

Net 30 day payment for approved accounts. All other account net payment due with submitted material for subsequent 30 days of contract period, and month by month thereafter.

Net amount due with submitted material for international advertisers. Prices and terms are subject to change without notice. Pricing shown is in Canadian dollars. Impression orders are subject to space availability.

Fifteen per cent commission available for accredited agencies.

