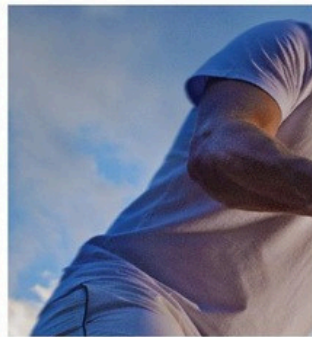
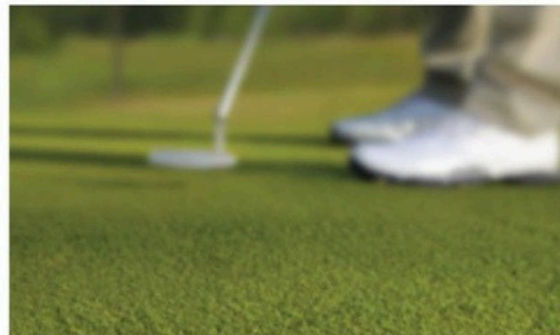
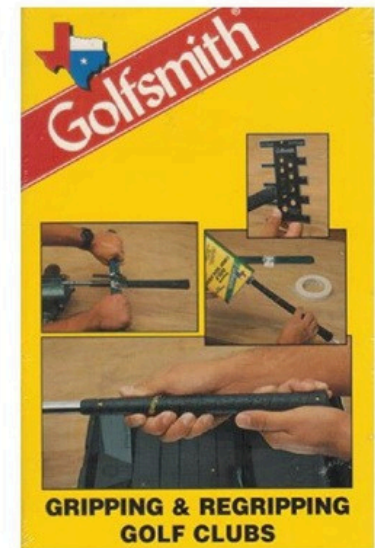
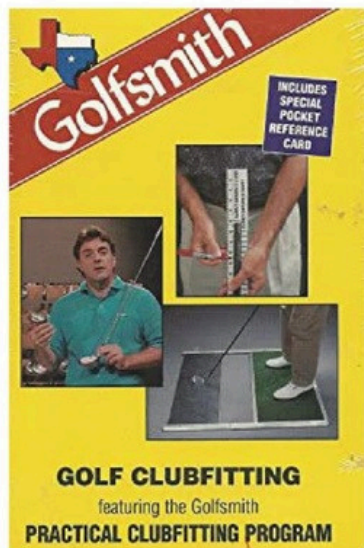




Golfsmith™

The Original Experts





In 1967, Carl Paul and his wife Barbara founded Golfsmith in their New Jersey home. They recognized the niche market for custom built golf clubs. By supplying golf club components along with instructions on how to put them together, they were able to transform common golf club repair shops into custom golf club makers.



Carl's brother joined the company in 1970 and helped to open their first retail store in Austin, Texas. The store featured a wide selection of golf clubs, shoes, apparel and accessories from all major brands as well as their own Golfsmith brand. During their first year the store grossed one million dollars.



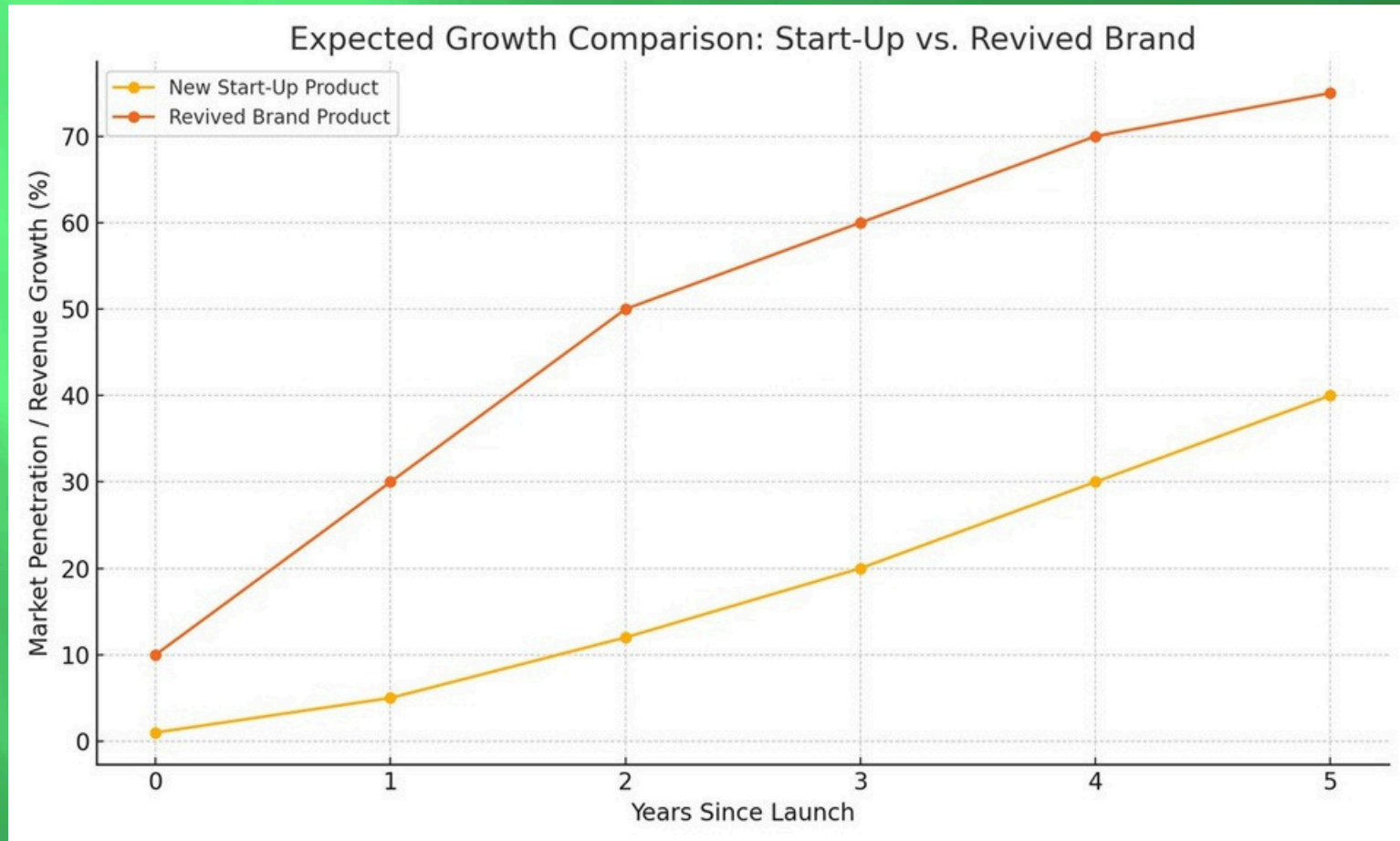
By 2014, the company had expanded to over 100 retail stores in over 20 states, selling golf clubs, apparel, skills improvement products, etc., with a net revenue of over \$338 million.



In 2016, Golfsmith was acquired by Dick's Sporting Goods for 69 million dollars. They then converted all their stores to their Golf Galaxy brand and abandoned the Golfsmith trademark.

Golfsmith™

Growth Trajectory: Start-Up vs. Revived Brand



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GolfsmithTM Virtual Golf Club Fitting



Golfsmith™ Virtual Golf Course

https://alt.3dvista.com/samples/golf_course_virtual_tour.html

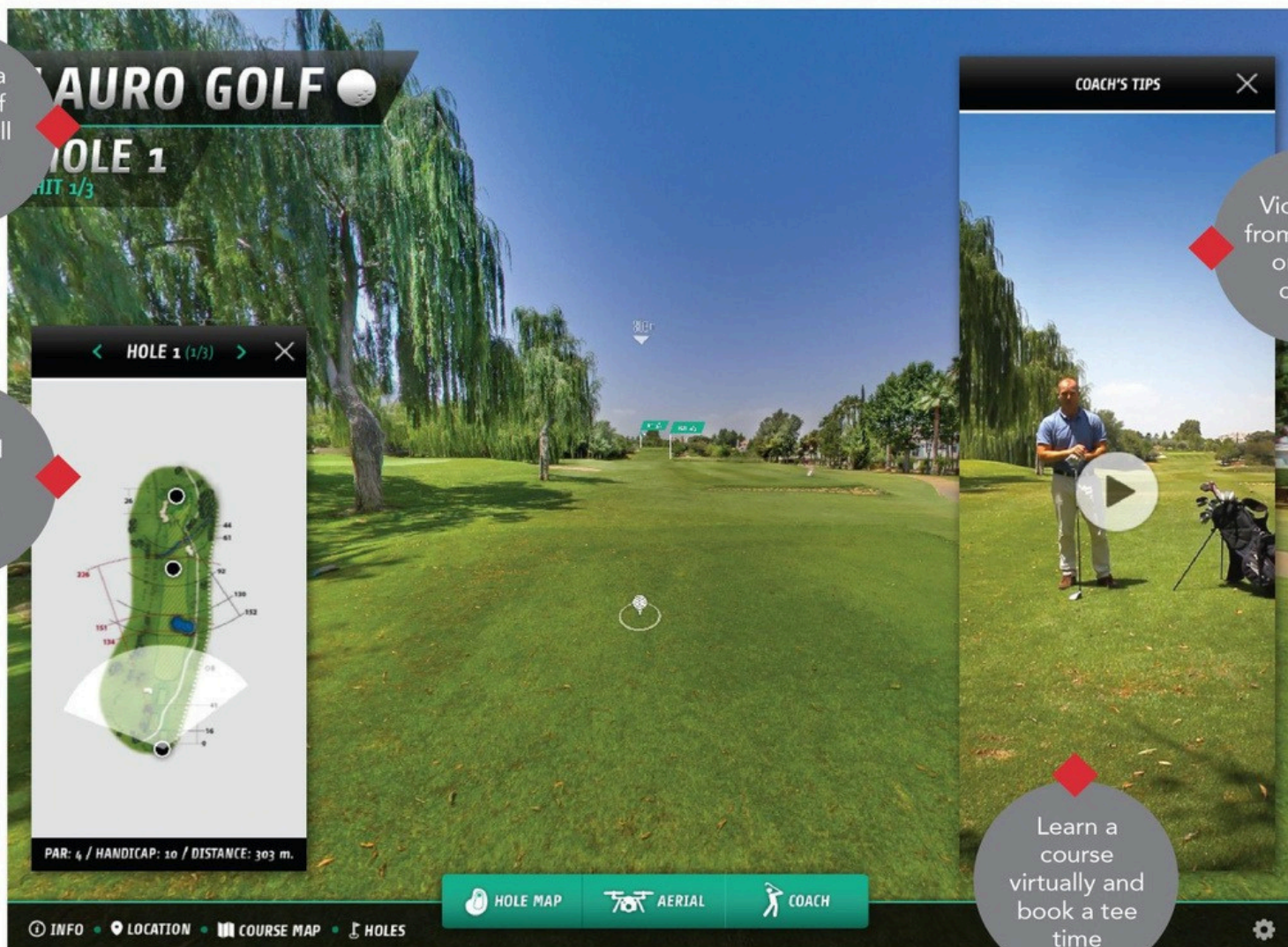
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