



Dear Potential KPGA Tee Pass Customer,

The 2010 version of the KPGA Tee Pass is the best to date, and you will be able to enjoy savings at many of Kentucky's finest golf facilities.

With this said, we have a special offer for you. In an effort to expand the KPGA Tee Pass to more of Kentucky's golfers, and with support from our friends with Callaway Golf, we are pleased to extend a special referral offer for KPGA Tee Pass customers. Details are as follows:

- First, purchase a 2010 KPGA Tee Pass for yourself.
- Then, refer your fellow golfers to purchase a 2010 KPGA Tee Pass. For each individual referred by you who purchases a 2010 KPGA Tee Pass, we will send you ½ dozen of the Callaway HX Hot Bite Golf Balls (a \$20 value). Each individual referred must be a new customer to KPGA Tee Pass, i.e. has never participated in the program. There is no limit to the number of individuals you can refer and no limit to the number of golf balls you can earn through this offer.
- As an added incentive, we are pleased to offer additional items (these are in addition to the golf balls):
  - Refer at least 10 individuals, and we will also send you a Callaway Tour Umbrella (\$50 value)
  - Refer at least 20 individuals, and we will also send you a Callaway Golf Bag (\$160 value)
  - Refer at least 30 individuals, and we will also send you a Callaway Watch (\$180 value)
  - Refer at least 50 individuals, and we will send you a Callaway Driver (\$400 value)
- Please advise Melissa Ray at the KPGA office of the individuals you have referred (call her at 502-243-8295 or e-mail at maray@pgahq.com). When each individual you refer purchases their 2010 KPGA Tee Pass, we will deliver (via U.S. Mail) your Callaway HX Hot Bite Golf Balls. Should you reach any of the added incentives above, we will ship those items to you as well. It's that simple.
- **TO BE ELIGIBLE, REFERRAL MUST BE MADE AT THE TIME OF PURCHASE. REFERRALS ARE LIMITED TO NEW KPGA TEE PASS CUSTOMERS, I.E. HAVE NEVER PURCHASED A KPGA TEE PASS, INCLUDING FOR 2010 PRIOR TO YOUR REFERRAL.**

Enjoy the 2010 golf season.

Sincerely,

A handwritten signature in black ink that reads "Mark Hill".

Mark Hill  
Executive Director