



FOR IMMEDIATE RELEASE

Clubessential and Golf Genius Software Announce Major Product Integration

PONTE VEDRA BEACH, FL, USA (January 21, 2016) [Clubessential](#), the nation's leading provider of technology-based solutions and services to private clubs, resorts and communities, and [Golf Genius Software](#), the foremost supplier of cloud-based tournament management solutions to the golf professional, club manager and club member, announced a complete and extensive integration between their respective products.

In making the joint announcement, Bill Ivers, Jr., Clubessential president, and Golf Genius Software CEO, Michael Zisman, said, "This groundbreaking partnership is the first of its kind and offers those in the golf profession and club management industry unprecedented features and enhancements. This new arrangement is available immediately and is for the benefit of our mutual customers."

While both companies currently integrate with many club website products, the level of integration the two companies have now achieved goes far beyond what was previously available in the industry. "This ultimately assists golf professionals as well as club managers who previously had to navigate among different software products in an effort to efficiently operate a modern golf facility. Moreover, golf professionals who need to manage multiple golf events during the course of a season must do so quickly and flawlessly. Now with our combined systems this has never been easier. Integration into a customer's website, managed by Clubessential, along with Golf Genius's innovative programs will be done seamlessly, and is a critical part of enhancing the member experience," Ivers, Jr. noted.

"This 'Best of Breed' integration is the result of an intensive collaboration between our two organizations. As a result, members can access Golf Genius information such as live scoring results, past results, tournament tee sheets, etc., directly from the Clubessential website after signing in, as well as registering for tournaments either through Clubessential or through Golf Genius. That information is passed between the two systems by new Application Program Interfaces (API) developed by both companies," Zisman said. He added that information collected by Golf Genius for golf outing guests is communicated back to the Clubessential CRM system for club Business Intelligence and marketing purposes, a vital revenue generating capability.

"Historically, golf industry software has been a set of separate "stovepipes" with little connectivity. This has been a source of great frustration for golf professionals and club managers. We decided to step up to this problem and really invest in integration between our market leading Unified Suite of products and the best cloud-based tournament management system available," stated Bill Ivers, Sr., CEO of Clubessential. "Our technical teams have innovated in a number of areas to achieve an extraordinary level of integration and have worked together very effectively," he added.

The most recent facility to experience this new arrangement has been Pinehurst Resort. Ben Bridgers, Director of Golf said, "We are pleased to see Clubessential and Golf Genius working together for the benefit of mutual customers like Pinehurst. The tight integration provided by CE and Golf Genius is a double win for Pinehurst: it saves our golf professionals a great deal of time by eliminating manual work, and it greatly enhances the golfer experience by providing very easy access from our Clubessential website to all of the information stored in Golf Genius member portals."

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Picture Captions:

1-Clubessential Logo

2-Golf Genius Logo

3-Golf Genius Screenshot

Press Release issued on behalf of Golf Genius and Clubessential by Landmark Media Americas. To learn more about Landmark Media, please visit landmark-media.com.

Media Contact:

U.S.:

Liz McCarthy

(904) 910-6388

liz@landmark-media.com

Nick Wright

(513) 322-4191

nwright@clubessential.com

Notes for Editors:

About Golf Genius

Golf Genius Software offers affordable, fully-featured cloud-based software for organizing and managing golf events, leagues and trips. Golf Genius saves time and eliminates hassle for PGA Professionals, event organizers, league managers, amateur and professional associations and trip captains, enabling them to deliver a greatly enhanced experience to golfers with live scoring, TV leaderboards and custom Web sites displaying pairings, results, statistics, sponsor branding, photos, message boards, and more.

About Clubessential

Clubessential, founded in 2002, provides a Unified Suite of website, accounting, point of sale, CRM and reservations software solutions for 1,400 clubs (country clubs, city clubs, resorts and yacht clubs), including over 50% of the top 10% ranked clubs in the US. Clubessential is known for its "White Glove Support" and the beauty of the designs created by its internal design agency.

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