



SPECIAL REPORT

East of the Mississippi has a Good Month

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COMPLIMENTS OF...



www.golfdatatech.com

and



www.wxtrends.com
www.myskeye.com



Did You Know ?



- Weather and climate-sensitive industries account for 1/3 of the US GDP or **\$3 TRILLION DOLLARS**.
- Statistically, year-over-year local weather conditions repeat **less than 15%** of the time.
- For any given city or region, **normal weather** occurs **less than 10%** of the time.
- The power of just **ONE DEGREE (or ONE INCH of RAIN)** change (up/down) at the weekly level from one year to the next, can significantly influence the retail golf industry.*

1° WARMER = 1.2% more soft drinks/ beer Sold
1° WARMER = 240,000 More Ice Cream Units Sold
1° WARMER = 90,000 More Suncare Products Sold
1° COLDER = 2.5% more Seasonal Fall Apparel Sales

1° WARMER = 0.76% Increase in Rounds Played
1" Rain = 2.2% Decrease in Rounds Played

** Based on WTI's historical analysis of proprietary client sales data compared to historical weather conditions for all US markets. Results will vary by region and local retail location.*

Dear Golf Professional,

Weather Trends International is pleased to partner with Golf Datatech to bring you this one-of-a-kind report demonstrating the influence of **WEATHER on GOLF ROUNDS PLAYED** for the month of May 2010.

In addition, we have included expert commentary on the **June 2010** weather conditions and how it will impact rounds played across the country.

As a golf professional, you are now able to access specific temperature, precipitation, and snowfall forecasts for **YOUR LOCAL COURSE**, through a sophisticated (but easy to use) tool called Myskeye.

Please reach out to either Tom Stine (Golf Datatech) or Dennis O'Donnell (WTI) for additional information or guidance on using this important tool to plan your business.

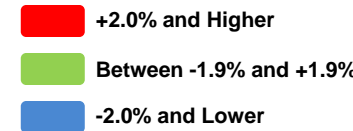
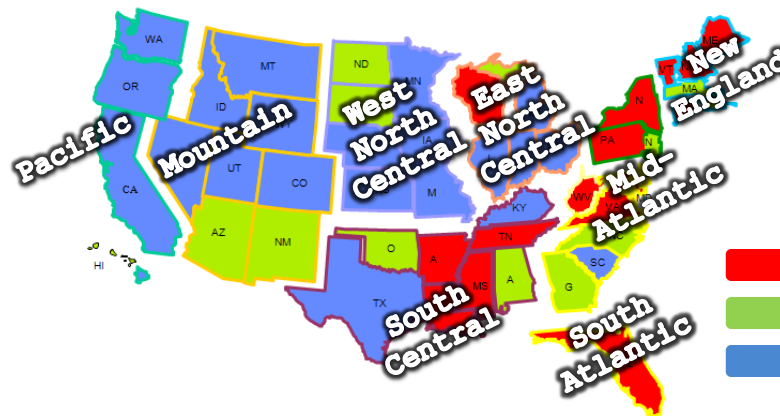
Warmest (and Driest) Regards,

Tom

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United States Rounds Played

-2.9% May 2010 vs. May 2009

-3.0% For the 2010 Calendar Year

May 2010 vs. May 2009

	Pacific	Mountain	West North Central	East North Central	New England	Mid-Atlantic	South Atlantic	South Central
Rounds Played (May '10 vs. May '09)	-5.5%	-9.0%	-8.7%	-8.9%	8.2%	4.1%	3.6%	-5.5%
Rounds Played (Year-to-Date)	-4.3%	-3.9%	1.6%	2.0%	10.1%	5.3%	-5.7%	-9.0%
Average High Temperature (May '10)	68.2°	69.1°	69.6°	72.2°	71.4°	73.0°	82.4°	85.0°
Temperature Change (May '10 vs. May '09)	↓ -6.3°	↓ -7.2°	↓ -1.6°	↑ 2.2°	↑ 5.2°	↑ 3.1°	↑ 2.7°	↑ 2.6°
Total Region Precipitation (May '10)	40.6"	58.6"	159.1"	143.6"	25.0"	58.1"	185.5"	257.5"
Precipitation Difference Inches (May '10 vs. May '09)	↓ -0.5"	↑ 23.6"	↑ 67.8"	↑ 26.8"	↓ -18.6"	↓ -17.3"	↓ -143.3"	↑ 7.8"
Precipitation Difference Percent (May '10 vs. May '09)	↓ -1%	↑ 68%	↑ 74%	↑ 23%	↓ -43%	↓ -23%	↓ -44%	↑ 3%

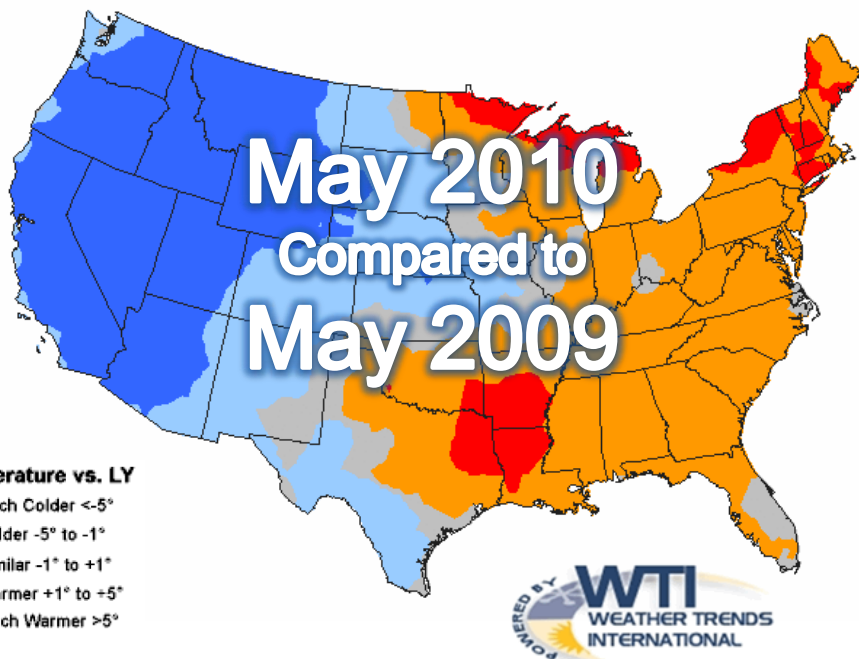


THE GOLF FORECAST

Understanding the Influence of Weather on the Industry

US Average Temperature vs LY

May '10 Highlights



- For the nation as a whole it was -0.3 degrees colder than last year. Rainfall was down 12% compared to last year, but was still the second wettest in 6 years.

- The Northeast (Combination of New England and the Mid-Atlantic) was 3 degrees warmer than last year and rainfall was down -17% which helped the gains in the Mid-Atlantic and New England.

- It was the Coldest May in 17+ years for The pacific Northwest as well as the wettest May in 5 years. Both were huge negatives for golfers in Washington, Idaho, and Oregon

National June 2010 Golf Weather Recap

Abnormally hot and dry weather from Richmond to Boston will make for great golfing conditions across much of the East coast. However it should be noted that there were likely days where the daytime high was TOO warm for golf, June 2010 was very similar to June of 1999. Courses from Washington DC through New York may run into water problems as well as the burning up of greens if rainfall does not pick up. Courses along the gulf coast from Brownsville, TX all the way through to Mobile Bay, AL were too wet which may have hindered the number of rounds that could be played.

May 2010



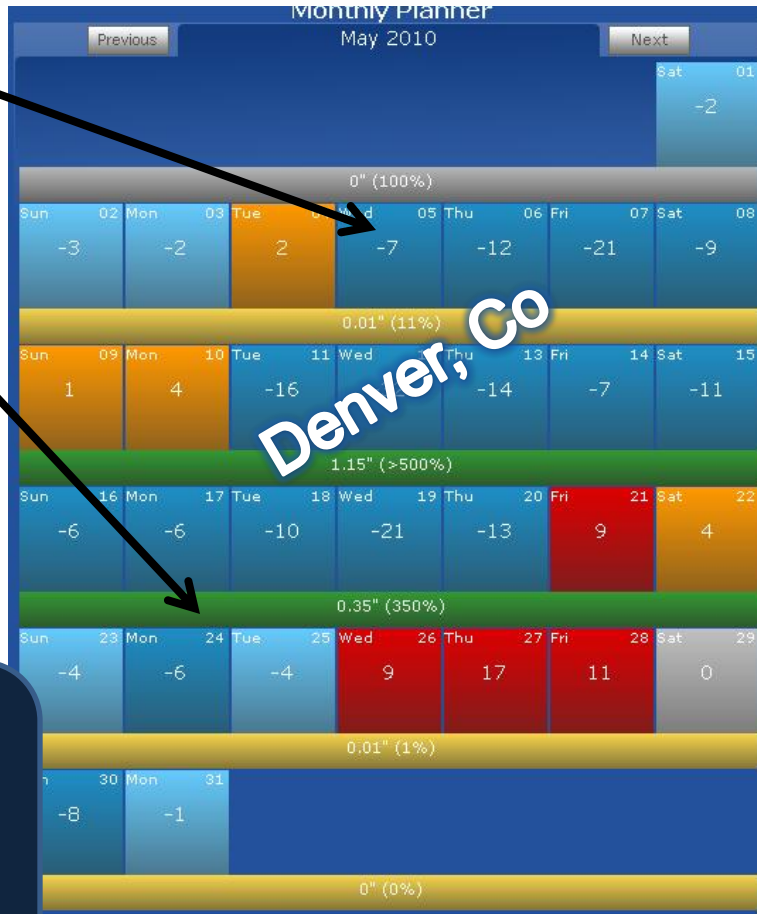
GUIDANCE FROM WEATHER TRENDS INTERNATIONAL

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Understanding the Influence of Weather on the Industry

Much Colder vs. Last Year

Much Wetter vs. Last Year



Summary

Avg Temp:
54°F

LY Avg Temp:
59°F

Temp Diff:
-5°F

HDD (vs LY):
350 (+146)

CDD (vs LY):
16 (-10)

Total Precip:
1.52"

Vs. LY:
117%

LY Precip:
1.3"

TY Snow (vs LY):
1.3" (+1.3")

Much Cooler than Last year

More snow and Rain fell.

Rounds played down 8.3%!!!

CALENDAR FORECASTS

Available for 4,000 Cities Worldwide
1 to 11 Months Ahead
See Page 8...



THE GOLF FORECAST

Understanding the Influence of Weather on the Industry

May 2010 Summary

		May 2010														June 2010																					
		05/01	05/02	05/03	05/04	05/05	05/06	05/07	05/08	05/09	05/10	05/11	05/12	05/13	05/14	05/15	05/16	05/17	05/18	05/19	05/20	05/21	05/22	05/23	05/24	05/25	05/26	05/27	05/28	05/29	05/30	05/31	06/01	06/02	06/03	06/04	
		Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	H	M	Tu	W	Th	F
X	Augusta, ME, USA	Tmax	78	79	82	77	73	69	62	51	50	44	59	61	66	64	63	68	74	69	55	30	72	70	75	85	91	88	74	74	73	74	73	63	70	58	80
	ΔTmax	6	15	20	4	17	10	10	-18	-23	-13	-3	-2	-3	3	-12	3	14	19	-12	11	-18	-12	10	14	21	25	20	25	18	1	3	-6	2	-13	7	
	Tavg	64	65	69	65	63	60	55	48	45	38	45	46	52	55	55	58	59	56	51	64	60	57	64	70	76	70	61	60	60	65	60	58	62	55	66	
	ΔTavg	5	10	17	7	13	8	6	-11	-17	-12	-7	-5	-3	1	-9	2	7	12	4	7	13	13	8	11	20	20	14	15	10	3	4	3	4	-6	4	
	Tmin	49	51	56	53	52	50	48	44	39	32	31	32	37	47	48	48	45	48	43	38	38	35	45	53	55	50	49	47	47	57	47	54	53	53	52	
	ΔTmin	3	6	15	10	7	6	1	-5	-11	-10	-10	-7	-4	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
	Prcp	0.0	.01	0.0	0.0	.02	0.0	.03	.07	.04	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	.04	0.0	.46	
X	Burlington, VT, USA	Tmax	76	85	76	70	75	68	60	61	41	52	61	61	61	69	70	74	76	76	76	76	76	76	86	91	92	78	78	75	73	79	73	84	70	79	
	ΔTmax	4	24	9	0	13	5	-2	-12	-25	-5	0	-4	-3	-7	-6	-5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10
	Tavg	60	71	67	60	59	60	53	51	39	43	45	49	48	59	61	61	63	65	67	70	75	76	78	86	91	92	78	78	75	73	79	73	84	70	79	
	ΔTavg	-1	18	9	1	8	4	-5	-11	-23	-7	-4	-2	-1	11	13	7	-1	-10	6	14	9	24	28	12	11	5	5	9	15	12	9	12	9	12		
	Tmin	44	57	57	49	43	51	45	41	37	37	37	40	41	44	44	45	49	45	52	51	58	64	60	64	54	50	54	55	47	56	53	62	61	61		
	ΔTmin	-5	13	9	2	3	3	-8	-9	-20	-4	-4	-3	-3	-3	-4	-3	-9	6	16	-7	-9	3	15	9	19	31	4	0	2	6	5	18	5	18	15	
	Prcp	.09	0.0	.13	.38	0.0	.21	.05	.23	0.0	0.0	0.0	0.0	0.0	.08	.01	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	.32	0.0	0.0	.01	0.0	0.0	.41	0.0	.16	0.0	
X	Portsmouth, NH, USA	Tmax	75	77	82	81	77	76	69	54	53	56	57	57	69	64	69	73	72	65	56	34	71	67	67	81	88	92	75	71	80	79	68	82	69	84	79
	ΔTmax	5	9	18	13	24	12	10	-21	-19	-11	-1	-4	0	2	-6	15	8	12	-8	9	-20	-22	1	5	12	35	25	23	21	2	-8	11	-8	10	9	
	Tavg	63	64	72	67	64	65	60	50	47	47	44	49	53	56	59	61	59	55	52	67	61	58	60	66	75	75	64	60	67	70	60	70	63	71	69	
	ΔTavg	3	7	19	9	14	10	7	-13	-18	-10	-7	-1	-1	2	-5	8	3	7	1	5	-12	-18	2	4	12	25	17	14	14	5	-1	14	-2	7	7	
	Tmin	50	51	53	54	51	54	51	46	41	38	30	40	37	49	49	48	46	45	48	50	51	49	52	52	63	58	53	49	54	62	53	57	58	58	59	
	ΔTmin	0	5	22	7	5	9	4	-5	-17	-9	-15	1	-3	3	-4	-1	-3	3	9	1	-5	-14	2	4	13	16	8	4	6	9	8	15	4	3	6	
	Prcp	0.0	0.0	0.0	0.0	0.0	0.0	.02	.17	.31	0.0	0.0	0.0	0.0	0.0	.03	.05	0.0	0.0	0.0	1.4	.97	0.0	0.0	0.0	0.0	0.0	0.0	0.0	.03	0.0	0.0	0.0	0.0	0.0	.83	

Maine/New Hampshire/Vermont

FAVORABILITY PLANNERS
 Available for 4,000 Cities Worldwide
 1 to 11 Months Ahead
See Page 8...

Maine, Vermont, New Hampshire Rounds Played UP 30.2%!

- Tmax = Actual Maximum Temperature
- Δtmax = Actual Change in High Temperature vs. Last year
- Tmin = Actual Low Temperature
- Δtmin = Actual Change in Low Temperature vs. Last year
- Prcp = Actual Precipitation

Data Table Legend (Versus Last Year)

Much Colder <=-5°	Colder -1° to -5°	Similar -1° to +1°	Warmer +1° to +5°	Much Warmer >=5°
Much Wetter >200%	Wetter 125% - 200%	Similar 75% - 125%	Drier 50% - 75%	Much Drier <50%

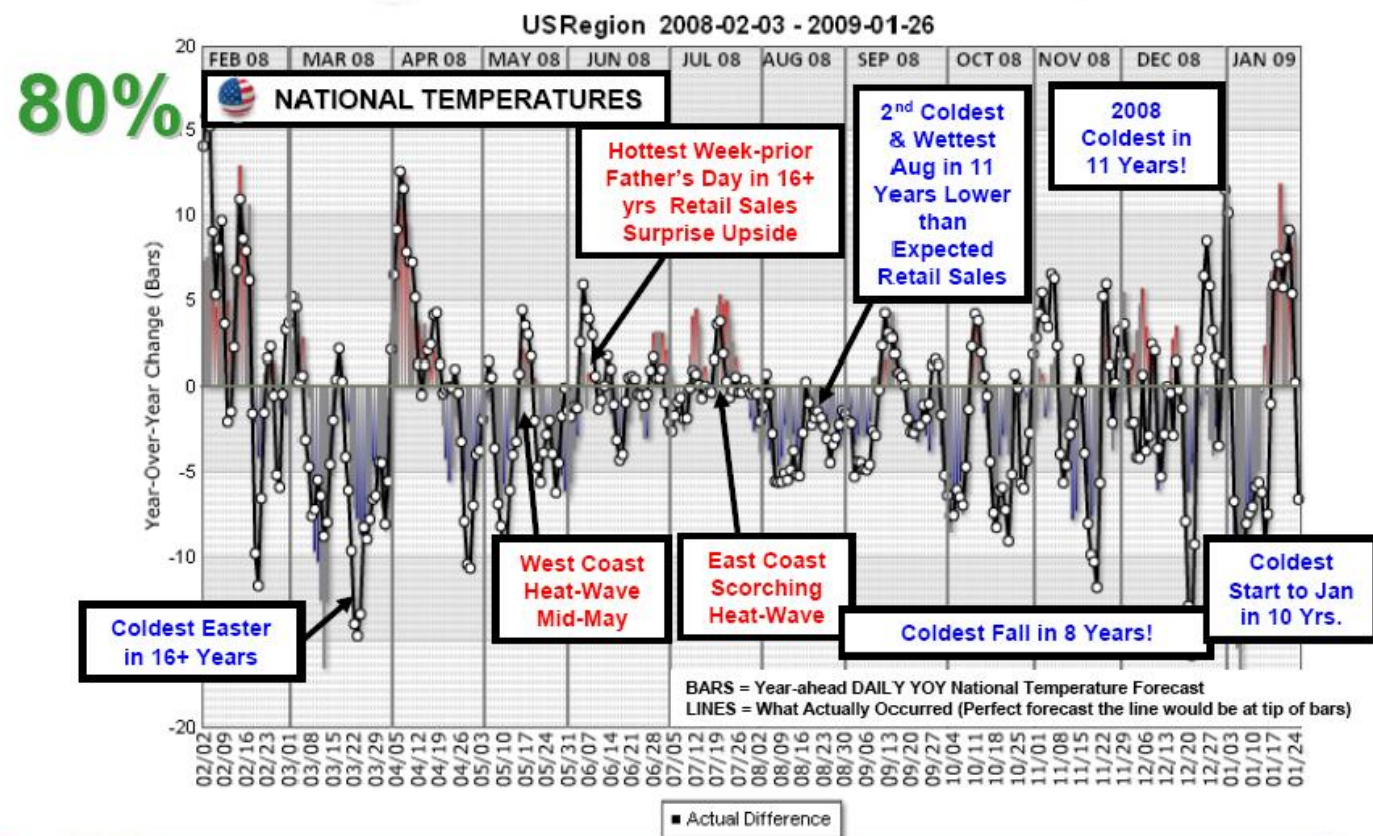


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U.S. Year-Ahead DAILY Accuracy 2008



Bars represent WTI's 11 Month / 48 Week Forecast



Lines represent the actual observed daily weather

May 2010



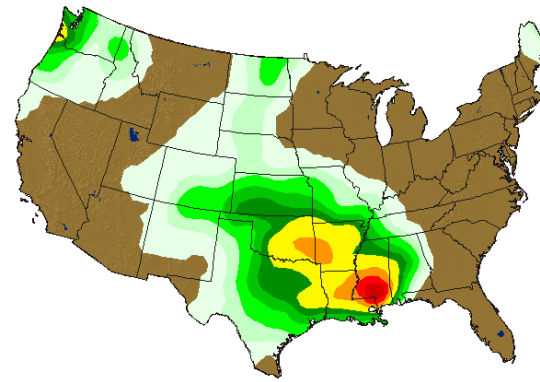
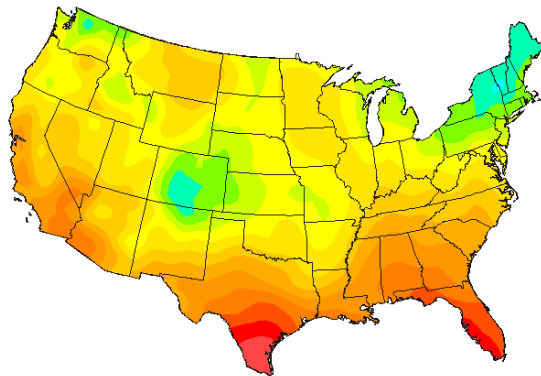
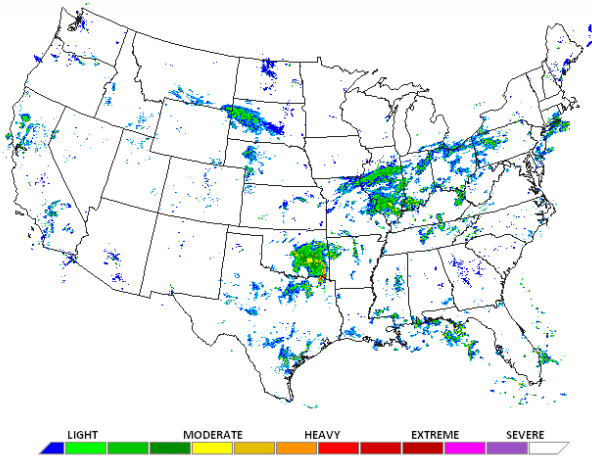
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