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PGA TOUR Superstores Conditions Its Business for Continued Explosive Growth – Golf and Tennis Sporting Goods Retailer Implements PlatformOne’s Comprehensive HRO Services

Atlanta, GA – August 19, 2008 – PlatformOne today announced that another key client, PGA TOUR Superstores, has gone live with PlatformOne’s comprehensive HR outsourcing solutions for technology, services and support.

PlatformOne offers HR Business Processing Outsourcing (BPO) solutions to mid-market companies, those companies with up to 15,000 employees.

Faced with growth that any other retailer would find envious, PGA TOUR Superstores realized by mid-year 2007 that a change was needed to manage the company’s growth. Its current package of cobbled together systems and services used to manage its human resources function were not sufficient to support the explosive growth it was enjoying and that it anticipated.

Matthew Prater, the company’s controller, explains.

“As early as 2004, when our employee base consisted of just 15 associates, we made the decision not to develop an internal HR administrative department. Instead, we followed our corporate philosophy, which is to implement solutions that “free up time and capital”. Since the beginning we have outsourced our HR administrative work such as payroll processing, payroll tax filing and benefits enrollment and more to our insurance broker, and its partners. Our approach worked well until our growth outpaced the capabilities of the solution. When we started experiencing inadequate service response times and a lack of HR data due to non-integrated systems, we knew we had to move fast toward a solution that could support our growth.”

“About the time we reached 600 associates, we started to evaluate alternatives, mostly around HR systems. We quickly eliminated the option of purchasing software and building an HR and IT operations staff because again that option did not fit our corporate philosophy. Instead, we decided on an approach in which the provider was responsible for managing and hosting a comprehensive, fully integrated HR information system that met our unique needs. This narrowed our search to just a few providers immediately.”

“Then, as we got deeper into the evaluation of HR systems, it became clear that the solution we really desired was broader than just access to good technology. First, we needed HR professionals with high competencies in the HR systems they used, who would form a dedicated services team that was familiar with our business, and who would manage our administrative workload and answer our associate’s calls using a devoted services center approach. Next, we needed technologies that did more than the basics – we needed technology that integrated the business processes between our management team, our associates, and the provider’s client team. Finally, the solution had to fit within our budget constraints.”

The change to PlatformOne’s integrated set of HR technologies and services has empowered PGA TOUR Superstores’ management team, helping them successfully shift their focus to more strategic goals.

Prater continues. “Going back to our corporate philosophy, I mentioned that we are directed by our Board to search out and implement any business solution that will free up time and capital. Our HR solution from PlatformOne does both. Compared to the most conservative industry standards, we would need 4 to 6 full time internal HR staff to administer our HR function for over 600 associates. We require no IT operating expense or personnel to run this solution. Best of all, we avoided a huge capital outlay for HR software and technology infrastructure. When you consider that the PlatformOne solution meets our needs, allows us to manage a single source provider relationship, has been successfully implemented within our tight timeframes, provides us superior day-to-day service response, and costs 10% below the market price, what more is there to ask a provider to do?”

PGA TOUR Superstores signed a five-year HRO services agreement in early October 2007, and were live on payroll by the beginning of 2008. Today PlatformOne provides PGA TOUR Superstores all of its HR administration, technology and operations support through PlatformOne’s comprehensive HR-BPO solution.

About PGA TOUR Superstores

PGA TOUR Superstores are owned and operated by Golf & Tennis Pro Shop, Inc. (GTPS), headquartered in Atlanta. The Superstores are up to 75,000 square feet in size and dedicated to providing customers with exceptional selection, services and prices within an entertaining, interactive store environment. GTPS is the PGA TOUR’s exclusive partner for off-course/off-airport and online golf retailing.

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Two Superstores operate as Martin's PGA TOUR Superstore in Myrtle Beach and North Myrtle Beach, S.C. All other store locations operate as PGA TOUR Superstore, including the four locations in Atlanta, Georgia (Roswell, Kennesaw, Duluth and Buckhead); two locations in Dallas, Texas (Plano and Frisco); and two locations in Phoenix, Arizona (Chandler and Scottsdale). All Superstores are focused on improving and growing the game of golf. Each store offers swing simulators and analysis, golf instruction by professionals, club fittings and indoor practice greens, as well as golf apparel, golf-themed home furnishings and a vast selection of golf equipment. The stores also offer tennis instruction, equipment, apparel, and most feature an indoor tennis court. The PGA TOUR Superstore's Web site address is www.pgatoursuperstore.com.

About PlatformOne

PlatformOne is an innovator and leader in the delivery of state-of-the-art Human Resources solutions. Evolving over 21 years, PlatformOne offers HR Business Processing Outsourcing (BPO) solutions that include HR Technology Infrastructure, HR Administrative Services, and HR Professional Support. Our comprehensive HR solutions, when combined with our world-class people, processes, and technology produce efficient, consistent, and cost-effective results for our clients. Additional information on PlatformOne may be found on its web site. www.PlatformOne.com

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