



MEDIA RELEASE

For Immediate Release

Number One Golf Website Golfbug.com; to Host Australia's Largest Golf Expo

Melbourne, Victoria, 29th September 2010, The Royal Melbourne Showgrounds has been chosen as the venue to host Australia's first non-industry association driven golf expo dubbed the Golfshow Melbourne 2010. The Golfshow Melbourne 2010 will also be the first open-to-public golf expo in Melbourne since 2004. The expo will be held on October 16-17 2010 and there will be no entrance fee charged to people interested in attending.

"We decided to put together an event for the golfing community of Melbourne and wider Victoria as we felt that given that Melbourne hasn't had a golf expo of any kind for years it was more than necessary!", said Matthew Lym, Managing Director of Golfbug Australia, which comprises of GB Events Management and Golfbug.com, a social networking website for golfers in Australia with over 36,000 members since its inception in February 2010.

The Golfshow Melbourne 2010 has become a recent hot topic of discussion amongst key golf manufacturers and retailers, industry associations and golf clubs all across Australia. "Rest assured, my team and I have made contact with every major golf related company in Australia and the buzz is definitely out there", reported Matthew Lym during conversations with Melbourne's most prolific sports radio station SEN.

Lym noted that as he had only less than five months to prepare for the expo, he knew that it was going to be a huge hurdle to get everything together, however became even more motivated and within a week had commitments from 25 exhibitors and 3 major sponsor signings including Mizuno, Bridgestone Golf. Mizuno and Bridgestone have been strong supporters of GolfBug.com since its inception. The expo will showcase a 10,000sqm coverage of exhibitor booths which include a whole host of activities for all ages, a custom club and ball fitting area, a prestige car gallery and an outdoor marquee to host the Golfshow Melbourne 2010.

Also featured during the two days will be the Red Bull Long Drive Challenge and the World's Longest Rolling Putt attempt for a \$10,000 golf getaway prize.

"Our aim this year is to set a benchmark for the golfing industry of Australia and show how a proper golf expo should be put together and what it can achieve if done correctly. As a golfer myself, I love getting out there and having a hit with mates, talking about the new products out in the golf market and most importantly, I love a challenge. Personally, this is what this golfshow represents", Added Lym.

For further information or for Priority Access passes, visit www.golfbug.com/gbevents.

About Golfbug.com

Golfbug.com is Australia's first and fastest growing social networking website for golfers that launched in February 2010. The website also publishes its own golf related news articles, videos and reviews on golf products and courses. The Golfshow Melbourne 2010 is the first golf expo the company is running, however the directors and partners of the company accumulatively have been organising large scale shows and events for over 10 years in other industry sectors.

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