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Nancy Lopez Golf improves distribution with online shopping

WATERLOO, Ontario -- As part of their consumer marketing strategy, Nancy Lopez Golf launches online shopping functionality to improve distribution in the United States. Nancy Lopez Golf's performance line of women's golf equipment, bags and gloves is now available for purchase 24/7 at www.nancylopezgolf.com. In order to maintain the customer-retailer relationship, Nancy Lopez Golf will use golf retailers to fulfill the orders locally.

"We wanted to stick with our strategy of building brand visibility without negatively affecting retail distribution," stated Kim Bauer, President, Nancy Lopez Golf. "It allows customers a one-stop shopping experience, by offering a convenient way to learn about and then buy Nancy Lopez Golf products online anytime and anywhere, while supporting our retailers by offering additional sales opportunities beyond their traditional storefront."

Through www.nancylopezgolf.com, customers will be able to purchase the popular Erinn Series and the Torri II clubs online along with a selection of bags and gloves. Participating retailers have the ability to see all Nancy Lopez Golf orders across the United States through a simple online mechanism. Retailers then have the opportunity, if they have the requested product in stock, to fulfill the order, make a sale and gain a new customer.

Nancy Lopez Golf is currently signing up retailers around the country to participate in this supportive approach to online commerce. If you are a retailer interested in building your customer base, contact Nancy Lopez Golf at 412-319-7780 to learn how to become a participating retailer. There is no cost for retailers to participate.

The online shopping service is powered by Shopatron, based in San Luis Obispo, California. Shopatron is a key service provider for over 200 leading branded manufacturers and over 4000 retailers and dealers.

Nancy Lopez Golf Inc. is a wholly owned subsidiary of Tournament Sports Inc. headquartered in Waterloo, Ontario Canada. Under the Nancy Lopez brand, the company markets a complete line of women's golf clubs, bags, gloves, apparel and accessories. For more information on Nancy Lopez Golf call 412-319-7780 or visit www.nancylopezgolf.com.

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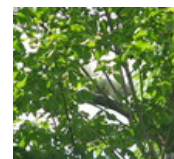


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