



International Club Network

February 17, 2011

Mr. Grant Fraser  
President  
Golf Management Institute of Canada  
1333 Dorval Drive  
Oakville, ON  
L6M 4G2

Dear Grant,

It was good to catch-up with you at the PGA Merchandise Show in Orlando and discuss how ICN could continue to support the fine mission of GMIC.

As I mentioned to you, I believe the work you and your team are doing at GMIC is critical to the future success of the golf industry and golf course operations more specifically. The more professionalism that can be brought to the industry, the more likely the industry is to succeed and grow. ICN has as one of its central guiding principles to be a factor in growing the game of golf and so supporting GMIC's objectives is very much aligned with our ambitions.

We recognize the importance of your students' role in growing and shaping the industry. As such, we would like to ensure they are able to continue to develop their game while they are developing their minds. I confirm to you that ICN is prepared to offer any student enrolled in the GMIC program with a free Silver membership in our Privileged Play program. This membership will allow your students to make their golfing more affordable by giving them a 20% discount off green fees and carts at any time (except before 11:00 on weekends and holidays) along with many other member benefits.

In addition, we will give any students that would like the PrivPlay Premium membership the right to purchase one for \$50 (regularly \$275). The Premium membership is unrestricted regarding when the 20% discount can apply and it also includes a free round of golf that can be used at their golf course of choice, as long as they are accompanied by a full paying friend. If played at courses like Glen Abbey, Lionhead, Bond Head, Angus Glen, Taboo, The Ridge at Manitou, etc. the Premium membership can pay for itself many times over the first time it is used.

Your students will likely become exposed to PrivPlay when they find themselves more fully engaged in golf operations and so we would like them to see how well regarded the membership truly is in the golf community.

We look forward to continuing our support of GMIC in the years to come and hopefully getting to know your students when they begin their careers in the great world of golf!

Best personal regards,

Kim Robinson  
President