



PREMIER GOLF ANNOUNCES A MARKETING INVESTMENT PARTNERSHIP WITH YOUR GOLF TRAVEL USA

FOR IMMEDIATE RELEASE
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Atlanta, GA - Premier Golf announced a new investment partnership with Your Golf Travel USA (YGT) in the North American market this week. This partnership will provide the infrastructure and marketing capabilities to develop the Premier Golf brand while strengthening relationships and offering a wider variety of destinations to its customer database.

Premier Golf's mission has always been to provide high-quality golf travel with over the top customer service. With the YGT USA investment, the company can enhance the customer experience and create the most happy and inspired golf travelers worldwide.

"We are delighted to have this incredible opportunity to partner with Your Golf Travel USA and their management team here in Atlanta", said Ann Mabry, Premier Golf's Managing Director. "We love and value our customers, and this will allow us the opportunity to broaden and enhance our golf travel offerings for all of our clients. I am completely inspired by the ingenuity and determination of Your Golf Travel, to become a leader in the UK's Golf travel market".

Ross Marshall, CEO and Co-Founder of YGT said, "We have got to know Jim Ward, Ann Mabry and the team very well over the last 15 years, and are hugely impressed by their passion for the business and for creating amazing golfing experiences for their clients all over the world. We look forward to working closely with them to scale the business to new heights in the USA whilst maintaining their exceptional levels of customer service."

About Your Golf Travel:

Your Golf Travel has been at the forefront of the world golf travel market for more than a decade now, during which time the company has overseen and coordinated bookings and tee-times to over 3,000 destinations in 22 countries worldwide for a phenomenal 200,000 golfers every year. Your Golf Travel Ltd Cloisters Court, 22-26 Farringdon Lane, London EC1R 3AJ Tel: +44 (0)20 7336 5473 Fax: +44 (0)20 7336 5390 Company No.: 0640993

About Premier Golf:

Premier Golf, LLC is an experienced golf travel company in America, founded in 1988 and headquartered in Atlanta, Georgia. Premier Golf offers its clients bespoke (customized) golf travel to a select range of destinations in Scotland, Ireland, England and Wales, Europe, North America, South Africa, New Zealand and Australia. Our guests benefit from a full-time team in each destination who is very familiar with local golf course managers, golf professionals, caddy masters, hoteliers, and restaurateurs. Great effort goes into our annual review of hotels, assuring excellent, handpicked accommodations and golf courses. We are experts in the world of golf event travel, having sent over 40,000 people to golf's greatest events by chartering cruise ships, planes and hospitality tents to create exclusive opportunities for the golf enthusiast. For more information, visit premiergolf.com.

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