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# Press Release

## *SPORTOMETRICS* adds key account manager

**Six Mile, SC, November 5, 2001:** *Sportometrics*, the South Carolina based golf consulting firm announces today that Rob Derry has been added to their organization as a key account manager.

Derry will be responsible for developing new clients in the public and private sector, as well as fostering relationships with management companies, developers, and financial institutions.

*Sportometrics* provides econometric models that provide unrivaled feasibility studies, identify course characteristics that increase revenue, recognize market demand, determine optimal green fee and membership pricing, and estimate revenue contribution of golf course architects.

*Sportometrics* has recently been commissioned by the World Golf Foundation to perform a research project to analyze alternative golf facilities for the 2001 *Golf 20/20* conference November 11-13.

Derry, former Vice President of player management firm Golfforce, Inc., and an industry veteran, will continue to work out of North Palm Beach, FL and will continue to represent both Tour Golf, Inc., and Jupiter Sports. Rob Derry can be reached at 561.627.7739.