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McConnell Golf Acquires Stake In ClubSoft

In a move that “feels right,” Raleigh-based company returns to its software roots and stakes its claim as a market leader in club automation.

RALEIGH, N.C. (March 11, 2010) — McConnell Golf, LLC (MCG) has expanded its professional offerings with the recent investment in ClubSoft North America, one of the nation’s leading private club management software companies. With this acquisition McConnell Golf will now assist in offering state-of-the-art technology to private clubs across the country.

“We have experienced how technology can assist clubs in containing cost and providing a high level of service to the membership,” said McConnell Golf CEO and Founder, John McConnell. “We were impressed with the products and the market traction that ClubSoft has been able to achieve in a short amount of time. Their philosophy of delivering turnkey solutions at affordable prices has really caught on and we think that our software and golf background can help take this company to the next level. We feel there are many clubs today that are looking for state-of-the-art technology as well as a company that understands the challenges of operating a membership club in these tough economic times.”

The management team at McConnell Golf is no stranger to the technology business. In a previous venture, this team built two of the most dynamic and successful software companies in the healthcare business. McConnell’s reputation as a software success story has been founded on John McConnell’s ability to build formidable teams, and deliver timely products and superior service to the clients of his companies.

“The club software business reminded us of where healthcare was 10 years ago. The end users have to deal with multiple vendors in an attempt to piece together a comprehensive solution,” said Ray McDonald, Vice President of Sales and Marketing at McConnell Golf. “It is a move that just feels right for us. We love the club business and we know the software business. ClubSoft shares our vision of simplicity and value through the use of technology. We believe that together we can save clubs a great deal of money and simplify their IT platform”

“We have been fortunate to realize rapid growth over the last few years,” said Mark Schlake, President of ClubSoft. “Our market success has proven that we have the right model and value proposition. Now with the addition of the financial strength and experience that the McConnell Team brings we are excited about the future of our company and the impact we can make on the Club Market. Most controllers, club managers and boards are concerned with operation and capital cost. We have a compelling offering and a great company to back it up.”

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About McConnell Golf

McConnell Golf (www.mcconnellgolf.com) offers pure golf for the true golfer as a privately held company offering unlimited access to world-class facilities and golf courses designed by legends Donald Ross, Pete Dye, Tom Fazio, and Arnold Palmer. Founded in 2003, McConnell Golf provides members a quality golf experience at any of its five award-winning courses: Raleigh Country Club in Raleigh, N.C.; Old North State Club in New London N.C.; Cardinal Golf & Country Club in Greensboro, N.C.; Treyburn Country Club in Durham, N.C.; and Musgrove Mill Golf Club in Clinton, S.C. All clubs are maintained and serviced to the highest of standards with an emphasis on true golf, complete service and absolute quality. McConnell Golf offers individual club memberships, as well as innovative corporate and national/international memberships that deliver unmatched access to the top courses in the Carolinas.

About ClubSoft

ClubSoft (www.clubsoftusa.com) began operations in 2005 with a group of highly-motivated individuals with many years of experience in the club software industry. ClubSoft develops, sells, implements and supports the most technologically-advanced club management system in the world. The company is owned and operated by people who take personal pride in the quality of the products as well as the support provided to customers. Using the latest development tools and technology ClubSoft has focused on delivering state of the art products to help clubs reduce their IT cost and complexity while improving speed of management information.