



Golfsmith expands with 10 new stores

Austin Business Journal by Sandra Zaragoza, Staff Writer

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Golfsmith International Inc., the nation's largest golf retailer, plans to roll out 10 new stores this year, including one in Texas.

The Austin-based sporting goods retailer also plans for four relocations within existing markets.

The openings and relocations combined will result in a 17.5 percent increase in the company's total square footage.

"These locations are a hotbed for golfers and the key reason for entry into the markets. Everything we do is focused on helping golfers of all skill levels play better — that's our mission," said [Marty Hanaka](#), Golfsmith president and CEO.

The new stores will be funded by cash flow from operations.

Golfsmith (Nasdaq: GOLF) will open the new stores in San Antonio; Cleveland; three stores in Washington, D.C.; Chattanooga and Nashville, Tenn.; Atlanta; Baltimore; and Christiana, Del.

Golfsmith [named Greatest Common Factory its agency of record](#) in October. GCF will oversee its creative and media duties.

Courtesy of JB Goodwin