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FOR IMMEDIATE RELEASE:

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Essex Golf Adds New Madison, CT Location

Old Saybrook, CT: The Essex Golf Group is proud to announce the opening of their second location, Essex Golf - Madison, CT. Located at Klein's Golf Range on Route 79, the Essex Golf team is excited about the new opportunity that this will provide golfers in the Shoreline area.

The new Madison location will offer a wide range of equipment including golf clubs, balls, bags, and accessories. The new location will allow golfers to try out demo clubs at Klein's Range, as well as open the door for club manufacturers to host "Demo Days" for potential buyers to try out the latest equipment and technology. As of this release, manufacturers such as Callaway, Cleveland, Ping, TaylorMade and Mizuno have all held Demo Days at the Madison location, with additional vendors scheduled for future exhibitions.

"We saw a need for a new location in the Madison area" said Mark O'Neil, Sr., President of the Essex Golf Group. "While there are several great golf courses in the Madison area, there are very limited choices for golf merchandise in the shoreline area. Our location adjacent to Klein's Range will allow golfers to get all their golf needs at one place, as well as providing a more accessible location for residents of Madison and the surrounding towns. The Madison store is just minutes from I-95, allowing for easy access for shoreline residents."

Essex Golf and Sportswear has also recently been named a Mizuno Top 100 Custom Club Fitter. The team at Essex Golf is proud to be recognized for their dedication to personal service and looks forward to continuing this tradition at their new Madison location. In addition to custom club fitting, Essex Golf- Madison also offers re-gripping and complete club-repair services.

Essex Golf and Sportswear is owned and managed by the Essex Golf Group, which also develops, manages and brokers golf and hospitality properties.

For more information on the Essex Golf Group, contact Mark O'Neil, Sr. at 860-510-0655 or via e-mail at moneil@essexgolfgroup.com, or by visiting www.essexgolfgroup.com.

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