

PRESS RELEASE



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Genesis Golf Trips Announces Partnership with Pocono Mountains Region

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Genesis Golf Trips is pleased to announce a new partnership with the Pocono Mountains Visitor Bureau (PMVB) and the golf community of the Pocono Mountains region.

The Pocono Mountains region has long been known as a destination rich with natural beauty, relaxing family-friendly ambiance and romantic settings, as well as fall foliage, winter skiing and spring-summer outdoor recreation options. Golf is just one of these many qualities available to travelers and Genesis is positioning itself to drive more golfers into the region.

This new partnership, just in time for the 2009 Golf Season, offers customers an "Ultimate Golf Around" experience with a large variety of course and accommodation options to suit every skill level and budget. The Pocono Mountains region is so rich in options, with over 35 courses, that it enables golfers the opportunity to extend their stay and tee-off at a different course each day of their trip.

"Combining the marketing force of Genesis Golf Trips with the golf experience of the Pocono Mountains is a match made in heaven," said Carl Wilgus, president and CEO of the PMVB.

Genesis Golf Trips acts as an unbiased, third-party point of contact to evaluate and meet consumer needs through a variety of options available. Genesis is able to provide 4-star planning services and accountability to golfers even though they may be playing multiple and independently owned golf courses.

The team at Genesis Golf Trips is excited about the new partnership with the Pocono Mountains and the many opportunities that it brings to its golfing customers for years to come. Information about the Pocono Mountains' partners is available on www.PoconoGolfTrips.com. For more information about this region or any of our destinations, contact Kris Galasso at kgalasso@NEWGolfTrips.com.

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