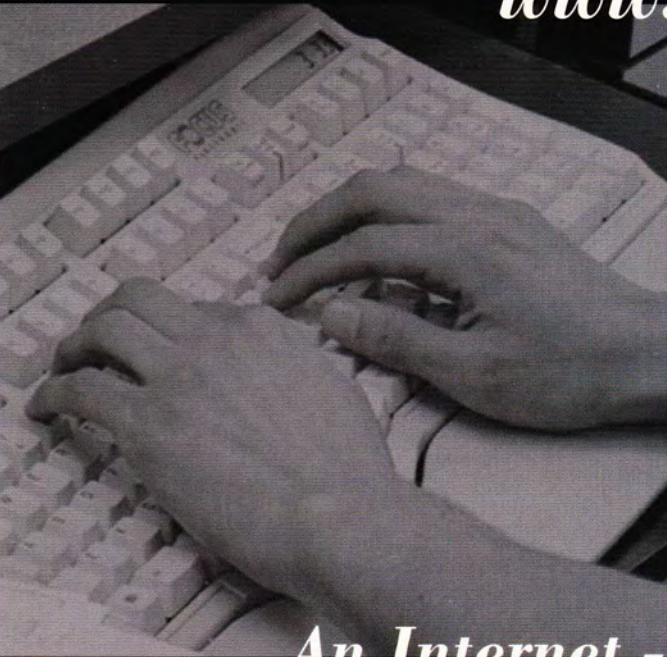


www.garyplayerdirect.com



An Internet - Driven Company



Gary Player

DIRECT

THE INDUSTRY

There are approximately fifty million golfers in the world today with twenty-five million in the United States. Industry experts estimate two million people enter the sport each year in the United States alone. Golf is enjoying significant growth in both the juniors' and women's segment while maintaining its popularity with male adults and seniors. Additionally, golf is growing in popularity worldwide.

The golf club segment industry is currently dominated by four companies: Callaway Golf, Cobra Golf, Karsten Manufacturing (Ping) and Taylor Made. Each of these companies sells premium-priced product to the upper end of the golf market. There are many other companies such as Titleist, Wilson and Spalding, etc., but their aggregate percentage of the golf equipment market is less than 50%. Callaway is the only company that has a strong presence in both the woods and irons market.

None of these companies are specifically engaged in the "e-tailing" or direct marketing of their product. It is the Management's opinion that the existing major manufacturers will not enter the direct marketing business on a full scale basis due to the conflicts they may precipitate with their critical retail relationships.



Ti 162 Titanium Irons
with Aldila frequency-matched shafts,
GolfPride Tour grips

THE COMPANY

Gary Player Direct, a publicly held Delaware corporation, is an Internet-driven golf company with the simple strategic plan of establishing itself as a premier international golf Internet site serving as a multi-dimensional marketing platform for the direct marketing of premium men and women's golf equipment, apparel and accessories principally under the Gary Player brand name.

www.garyplayerdirect.com is being constructed to support the Company's multiple direct marketing channels of direct response television, tele-sales, e-marketing and direct mail, all designed to aggressively build revenues and earnings as well as create consumer awareness for the Gary Player brand name and capitalizing on the direct-to-the-consumer revolution. The Company's strategic plan is to focus on its competitive advantage of bypassing traditional retail barriers by utilizing its lower cost direct marketing techniques selling high quality golf products at lower prices than competitors with an emphasis on E-commerce. The Company's mission is to become an on-line golf superstore.



Gary Player

■IRECT

Gary Player Direct, Inc. was created as a result of the merger on March 29th, 1999 of Grafix Corporation d/b/a Carrera Golf, a publicly-held Delaware corporation ("Carrera") and Golf One Industries, Inc., a privately held Delaware corporation ("Golf One"). Prior to the merger, Golf One, which transacted business as Gary Player Direct pursuant to a long term licensing agreement with Gary Player Golf, Inc., had been engaged in the direct marketing of premium golf equipment under the Gary Player brand name. The Company plans to acquire the assets and assume certain liabilities of Gary Player Golf Equipment (the "Player Acquisition"). Concurrent with the merger with Grafix, Golf One completed the first phase of a restructuring plan which effected an approximate US \$6 million change in financial condition. On a proforma basis, after giving effect to the Player Acquisition and two potential catalog acquisitions the Company is currently negotiating, the Company is forecasting revenues for the twelve month period commencing July 1st, 1999 of approximately US \$35 to \$40 million with significant earnings. As of the date hereof, there are approximately 5.8 million shares outstanding. The common stock is currently trading on NASDAQ, OTC, BB as "GPLY".

Gary Player Direct is located in San Luis Obispo, California and employs approximately 80 people. The Company's corporate address is 710 Aerovista, Suite B, San Luis Obispo, California, 93401.

STRATEGIC PLAN

The Internet Strategic Plan calls for positioning Gary Player Direct as an Internet-driven direct marketing golf company. In addition, the Strategic Plan calls for the expansion of international marketing activities to fully exploit the Gary Player name.

A historically unprecedented amount of publicity has been generated about the Internet and its impact on American culture and commerce in the last several years. Management believes it is well positioned to capitalize on this fundamental paradigm shift in the commercial and informational processes of the international consumer. In the last several months, the Company has moved aggressively to implement a comprehensive E-commerce program. As a direct marketer, the Company is uniquely equipped as a result of its existing infrastructure. The creation of the infrastructure to support E-commerce activities can involve significant time and cost expenditures. The Company has made a substantial financial investment and several years' time building a direct marketing infrastructure and training personnel which can support millions of dollars in E-commerce. Specifically, the Company currently has in place key elements of its Internet implementation: *Order Administration, Customer Service, Accounting and Finance, Credit Card and Data Processing, Club Assembly, Shipping and Fulfillment*. The Company has established a highly proactive Internet division which has commenced the execution of its Internet strategic plan.



The Company's Internet strategy is simple: to create a highly interactive and graphically attractive Internet site integrating animation, live and recorded video, interactivity and commerce to inform, entertain, and provide a convenient and enjoyable place for E-commerce via the Gary Player Pro Shop, while concurrently creating a lower cost sales and marketing channel for the company. The strategic plan is designed to increase revenues, lower corporate expense, increase margins and result in an inexpensive generator of leads as well as an overall marketing tool.



Within the context of its Internet strategic plan is the aggressive development of an e-mail database of golfers, both domestic and internationally. This database will lend itself to the creation of "The Gary Player VIP E-club", offering golfers a broad array of services ranging from monthly newsletters and golf tips, announcements of new products, discounted clubs and accessories, news and information. The E-communications will have a number of embedded links to the garyplayerdirect.com site allowing the golfer to inspect product, check competitive price points, obtain news, order product and ultimately check the status on existing orders. With respect to ordering product, the customers will be able to custom design their own equipment utilizing point and click technology to specify components such as shafts, heads and grips. garyplayerdirect.com will offer complete transaction processing in conjunction with the company's inbound and outbound sales and customer service operations.

To generate significant traffic for the Company's site, in addition to the E-marketing program described before, the Company will implement a multi-pronged approach: (i) utilize Gary Player as a spokesman to promote the site in all media; (ii) quarterly 30 minute "webcasts" concurrent with major tournaments such as Augusta for the Masters or Great Britain for the British Open where he will discuss the tournament history, the course, golf's legends, and provide tips for viewers who log on; (iii) print and electronic advertising placed in conjunction with Intrac, Inc. an international barter and media placement company through which the company buys and sells its demo product; (iv) utilize the Company's infomercials to promote the site, and; (v) a campaign to form strategic alliances with numerous high traffic sites, ranging from sports to business, designed to link traffic flows and in certain cases share revenue.



Gary Player

163 Career Wins
Golf's Grand Slam by age 30
21 PGA Tour Victories
23 Worldwide Senior Victories
9 Senior Major Victories
9 Major Victories including Masters,
British Open, PGA Championship and
U.S. Open.



Gary Player

DIRECT

In addition to creating more widespread Internet presence through expansion of its existing site, the Company is launching a program to identify and acquire high traffic golf-content Internet sites which can be consolidated under the Gary Player brand name.

The Company has already implemented a number of web-based promotional programs designed to generate direct marketing leads. These programs, which include sweepstakes and product giveaways, are carried on the Company's web site as well as on other web sites. The Company sponsors an annual Gary Player sweepstake which invites visitors to the Company's web site to enter for a chance to win golf clubs, other golf products and, for the first place winners, the opportunity to play nine holes with Gary Player. The information obtained from the sweepstake entry form is used by the Company in its tele-marketing efforts and will contribute to a mailing list for the Company's catalogs.

The Company intends to make a significant investment to increase advertising of its web site and create or obtain additional content for its Internet activities.

FINANCIAL PROJECTIONS

Forecasted Statements of Operations For the Periods as Indicated (See Notes)

	Twelve Months Ended 6/30/00	Twelve Months Ended 6/30/01
Gross Sales	\$24,077,716.00	\$28,921,054.00
Less: Allowance for Returns	\$5,968,258.00	\$6,915,822.00
Net Sales	\$18,109,458.00	\$22,005,232.00
Cost of goods sold	\$4,578,216.00	\$5,471,805.00
Gross Profit	\$13,531,241.00	\$16,533,427.00
Direct Expenses	\$4,926,088.00	\$6,421,262.00
Operating Expenses	\$5,790,405.00	\$6,211,459.00
Net Income before Income Taxes	\$2,814,748.00	\$3,900,706.00
Provision for Income Taxes	\$1,125,899.00	\$1,560,282.00
NET INCOME	\$1,688,849.00	\$2,340,424.00



Note (1) - The above assumes and reflects the operations resulting from the anticipated Player Acquisition but does not give effect to any other acquisitions. The above does not include interest expense or dividends.

Note (2) - These forecasts have been prepared by the Company using sources and methods believed to be reliable, and are based upon assumptions and estimates concerning future events and circumstances which may or may not occur. Actual results achieved during the forecast period may vary from the forecast and the variations may be material. No representations or warranties of any kind are made, intended or should be inferred as to the forecast.

Note (3) - Before Tax benefits in the forecasted ten and twelve month periods ended March 31st, 2000 and 2001, respectively.

Note (4) - Common shares outstanding do not reflect the exercise of issued and outstanding warrants and options.

MANAGEMENT STATEMENT

“Gary Player Direct Management (the “management”) is enthusiastic about the Company’s association with Gary Player and the Company’s emergence as a publicly-held E-commerce golf company. Notwithstanding significant historical operating challenges the Company has encountered in the approximate twenty-eight months since it commenced marketing Gary Player product, Gary Player Direct has demonstrated ability to sell millions of dollars in Gary Player golf equipment having created a significant 70,000 customer database comprised of customers who have bought and kept premium Gary Player equipment.

In the management’s opinion, the opportunities represented by the marriage of the Internet, direct marketing, an emerging public company and premium golf equipment at the lowest price points, combined with Mr. Players extraordinary skills as spokesman, represent an outstanding opportunity to rapidly create a high growth middle market company for public ownership in two highly attractive industries: E-commerce and golf. With the primary revenue engine of direct marketing premium custom built golf clubs and accessories at attractive prices, coupled to an aggressive licencing division marketing an internationally recognized brand name, the Company is capable of significant long term success.”

DIRECTORS , EXECUTIVE OFFICERS AND KEY PERSONNEL

Alfonso J. Cervantes, Jr.

President, CEO, Director

Joseph A. DePanfilis

Executive Vice President

Kent D. Krausman

Senior Vice President, Director

Ralph A. Perez

Director of Internet Operations

Brian McPherson

Director of Sales and Marketing

Maria I. DeLeon

General Manager of Production

Robert J. Friedland

Director of the Company



www.garyplayerdirect.com



Gary Player

DIRECT

Gary Player Direct, Inc.
710 Aerovista, San Luis Obispo
CA 93401

Telephone +805 783 1011

Facsimile +805 783 1002