

GolfTraxx.com

Press Release

September 27, 2007

DANVILLE, CA (September 27, 2007) GolfTraxx (<http://golftraxx.com>) will be showcasing its products at the Northern California Fall Golf Show on October 12-14, 2007. Stop by booth #204 and take a look the latest products from GolfTraxx, plus sign up for your chance to win a private club golf experience provided by Crow Canyon Country Club (<http://crow-canyon.com>), set in the foothills of stunning Mt. Diablo. The winner and three of their friends will receive 18 holes of golf with carts on the 18-hole Ted Robinson-designed course, and also enjoy lunch in the Clubhouse Grill (valued at \$400).

The first 500 attendees at the show each day will receive \$80 in merchandise just for showing up to the show, including a sleeve of Bridgestone golf balls, a one year subscription to Golf Magazine, a round of golf at one of several Bay Area American Golf properties, logo golf glove, and a custom club from Up-Swing Golf, plus have opportunities to win dozens of other prizes by visiting sponsors' booths at the show. A \$2 off coupon for the \$10 admission ticket is available at: <http://norcalgolfshow.com>.

Representatives from Crow Canyon Country Club will also be on hand to explain the available membership options, as well as to provide information on the entire family of ClubCorp premier golf properties (<http://www.clubcorp.com/signature-gold.aspx>) around the world. GolfTraxx has now mapped well over 90% of the ClubCorp courses around the world and continues to add courses from across the globe to its database every day.

"GolfTraxx has mapped and added many of the courses in the Bay Area into its database, which are all free to download to your PDA. In addition, now that GolfTraxx supports metric distances for international customers around the world, we're seeing an exciting surge in interest in our product, with no end in sight," said Frank DeBenedetti, founder of GolfTraxx. GolfTraxx users have the ability to obtain distance calculations in yards or metres on a selected course to front, middle, and back of each green, plus the distance of each shot played. In addition, users can create user-defined waypoints on each hole, such as sand traps or lakes. For each defined waypoint, GolfTraxx provides distances to-reach and to-carry the waypoint. GolfTraxx provides its customers with FREE golf course hole-by-hole information for over 21,600 courses around the world, which can be downloaded to PDA devices via GPRS or WIFI access as part of its voice-enabled, 100% open standards Golf GPS solution for TREO 650™, Palm One™, Palm LifeDrive™, Windows Mobile™, and Pocket PC™, and Windows Mobile 5™ with built-in Voice Response.

"We are thrilled with the use of our software in many countries across the globe, including New Zealand, Australia, England, Ireland, Scotland, Brazil, Canada, France, Iceland, Italy, South Africa, and Mexico, just to name a few of them. Golftraxx is also in use in nearly every state in the U.S. With the rapid infiltration of Windows Mobile devices and golf courses worldwide, our customers needed the ability to obtain golf data wherever they travel." added DeBenedetti. "For example, on your next trip to Hawaii, Golftraxx can provide distances on over 40 courses! Or on a trip down under to Melbourne Australia, GolfTraxx can provide distances on over 30 courses. Our customers simply download directly to their device from our online database of mapped courses. Once a customer registers, they also receive an easy way to find out whether courses in the database have been mapped. If a course has not yet been mapped, they can quickly and easily create capture targets on other courses they play using the device itself, and/or submit Google Earth™ maps of their local courses to us for addition to the GolfTraxx on-line database.

We are adding Google Earth™ .kmz and .kml file coordinates and waypoints collected by GolfTraxx customers to our database every day. We then make these hole-by-hole GPS coordinates available for FREE download... usually on the same day the course is submitted, while our competitors charge a recurring annual fee for the data, or charge separately per course. Our belief is that GPS coordinate data should be available for FREE, but most of our competitors do not even supply the actual coordinates, even after you have paid for the courses. Google Earth™ data is also **far more accurate** than our competitors' data since it does not rely on manually collected GPS points. As a result, our customers now enjoy **far greater accuracy** and **lower cost-of-ownership**, through FREE access to hole-by-hole scorecard data and FREE GPS coordinate data for direct download to their PDA."

Using either Google Earth™ or the device itself, users can quickly and easily map **any number of additional targets** for each and every hole on the course, if not already mapped, then submit the newly mapped coordinates to GolfTraxx for addition into the GolfTraxx on-line database. Once the targets have been downloaded or captured, GolfTraxx customers then receive yardages to reach (and to carry) each of these additional targets on a particular hole in a **single click**. GolfTraxx' competitors use difficult to understand abbreviations for these additional targets and force their customers to scroll through a list of these waypoints one-by-one to find the appropriate waypoint for a particular hole.

The GolfTraxx state-of-the art golf GPS solution features **integrated 2-way voice communication** between player and device. GolfTraxx has also incorporated a SiRF STAR III wireless bluetooth™ GPS receiver into this fully-integrated Golf GPS solution. In a single click from the main Play Golf menu, GolfTraxx accurately calculates golf shot distances **anywhere in the world** where the GPS can capture coordinates. **A professionally recorded female**

voice tells you the distances to multiple targets on every hole...

including front, center and back of each green and distance of the previous shot. In another single click from the same menu, users receive distances to-reach and to-carry any other waypoint on the hole. GolfTraxx captures the club used and lie for each shot. After the round, GolfTraxx exports all data into an MS Access™ database your computer.

GolfTraxx offers **FREE licenses** of the software for Palm One™, TREO 650™, TREO 700P™, TREO 700W™, Palm LifeDrive™, Windows Mobile™, Garmin Ique™, and Pocket PC on their website just for submitting a single Google Earth file. GolfTraxx offers **FREE downloads** of over 21,600 course scorecards in their on-line database directly to PDA devices. GPS coordinates are already included with hundreds of these courses for **FREE** to all GolfTraxx users. GolfTraxx' competitors require their customers to **purchase courses separately**. GolfTraxx offers various bundled solutions between \$134.95-\$299.95, which include the GPS receiver. If you already have a bluetooth GPS receiver, or all-in-one Windows Mobile device GolfTraxx can be purchased stand-alone for \$29.00.

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About GolfTraxx

GolfTraxx.com Founded in 2005, GolfTraxx is headquartered in Danville, California. For additional information about GolfTraxx, please visit **<http://golftraxx.com>**. The flagship product, GolfTraxx, is the brainchild of founder, Frank DeBenedetti. DeBenedetti is an avid golfer and computer technologist who earlier competed in high school, college, local, regional, and national golf competitions. and who now consults with Fortune 100 companies in the San Francisco Bay area. GolfTraxx is a registered trademark of GolfTraxx, Inc., in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders.