

GolfTraxx.com

Press Release

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DANVILLE, CA (August 12, 2007) GolfTraxx (<http://golftraxx.com>) latest software release for Pocket PC's and Windows Mobile devices now instantly provides distances for the current hole being played and selects the appropriate club for you to hit, based on your game, without requiring even a single click. "GolfTraxx users now instantly receive yardage information for the current hole without making even a single click. Distances are displayed automatically. With just one click, users can record their shot, including club selection," said Frank DeBenedetti, founder of GolfTraxx. More importantly, automatic distances and club selection means that shots can be recorded with just a single click on your PDA device. Nothing could be simpler. This makes GolfTraxx the easiest golf device to use on the course...you'll never hold up play."

The GolfTraxx database contains hole-by-hole information for over 21,500 courses in across the globe, nearly a thousand of which already contain GPS coordinates, and all of which can be downloaded to PDA devices via GPRS or WIFI access. Free course data is an integral part of the GolfTraxx voice-enabled, 100% open standards Golf GPS solution for Garmin Ique™, TREO™, Palm One™, Palm LifeDrive™, Windows Mobile™, Pocket PC™, and Windows Mobile 5™.

GolfTraxx offers a course mapping guide <http://pdazip.com/MappingCourses.pdf>, through which golfers can quickly and easily map their favorite courses using Google Earth, then submit the Google Earth .kml file to GolfTraxx for addition into the GolfTraxx on-line database and credit towards free GolfTraxx gear.

Once coordinates have been added to the GolfTraxx database, GolfTraxx users can then download the course directly to their device and instantly receive yardages to reach (and to carry) each of the targets mapped for a particular hole without 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.

In a single click from the main Play Golf menu, GolfTraxx accurately records golf shot distances and club selection **anywhere in the world** where the GPS can capture coordinates, including club selection for the player. **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.

"Ease of use is critical to the GolfTraxx long-term strategy, since speed-of-play is so important to the sport" said Frank DeBenedetti, founder of GolfTraxx. "For us, that translates into minimizing the number of clicks required to play any shot. In our latest release for Pocket PC and Windows Mobile, the required clicks to obtain distances and club recommendation is ZERO (what could be simpler?) and the number of clicks to record a shot has been decreased to just a single click. We challenge any of our competitors to make the same claim. In addition, GolfTraxx now provides an up-to-the minute scorecard, plus statistics such as greens-in-regulation, putts/hole, putts/GIR, and a scoring breakdown/hole (eagles, birdies, pars, bogeys, worse). And of course, GolfTraxx still makes all visually verified 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 ease-of-use, accuracy and far lower cost-of-ownership*, through FREE access to hole-by-hole scorecard data and FREE GPS coordinate data for direct download to their PDA."

GolfTraxx offers **FREE downloads of trial versions** of the software for Palm One™, TREO 650™, TREO 700P™, TREO 700W™, Palm LifeDrive™, Windows Mobile™, Garmin Ique™, and Pocket PC on their website. GolfTraxx offers **FREE downloads** of over 20,000 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 \$79.00-\$599.95. 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. 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.