GolfTraxx.com

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DANVILLE, CA (May 10, 2010) GolfTraxx (http://golftraxx.com) has just announced that it is again offering FREE downloads from their website http://golftraxx.com/golftraxx_blackberry.zip for the blackberry version of their application. This Blackberry version is fully functional offering support for landmarks as well as distances to front, center, and back of each green.

GolfTraxx has also just made every single one of the thousands of Google Earth .kml files in their database available to their users from the View Scorecard page for FREE downloading, editing, and re-submission.

"We are thrilled to be able to offer all of the 150,000+ customers who have downloaded our product a simple and efficient way of keeping the courses they play up-to-date." said Frank DeBenedetti, founder of GolfTraxx. "On-the-fly Google Earth kml file generation means that every set of GPS coordinates in our database is immediately available to any customer who needs it for review or editing. We have also streamlined our course updating processes so that a brand new course can be added in less than 15 minutes, while existing courses can be updated in seconds."

The GolfTraxx website is now fully integrated with Google Earth and the GolfTraxx database to display hole-by-hole information for over 21,500 courses in across the globe, 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 Blackberry™, Garmin Ique™, TREO™, Palm One™, Palm LifeDrive™, Windows Mobile™, Pocket PC™, and Windows Mobile 5™ with built-in Voice Response. Several thousand of these courses have GPS coordinates as well.

After downloading the Google Earth™ kml file(s) for the desired course, and following the GolfTraxx mapping guide available from: http://golftraxx.com/MappingCourses.pdf, golfers can quickly and easily update their favorite courses, then submit the Google Earth .kml file to GolfTraxx for addition into the GolfTraxx on-line database.

 Once the GPS coordinates have been added to the GolfTraxx database, GolfTraxx users can then download the course directly to their device and receive yardages to reach (and to carry) each of the targets mapped for 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.

"Google Earth provides an efficient mechanism for our customers to submit and/or update golf course maps at any time. It also enables us to rapidly respond to customer requests and visually verify coordinates." added DeBenedetti. "Our customers can already select from thousands and thousands of mapped courses, and/or 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 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."

GolfTraxx offers **_FREE downloads_** of the software for Palm One™, TREO 650™, TREO 700P™, TREO 700W™, Palm LifeDrive™, Windows Mobile™, Garmin Ique™, and Pocket PC, and Blackberry on their website. The Apple iPhone version GolfTraxx is available through the AppStore for FREE as well.

GolfTraxx offers **_FREE downloads_** of over 21,500 course scorecards in their on-line database directly to PDA devices. GPS coordinates are already available in several hundred of these courses for **_FREE_** to all GolfTraxx users. GolfTraxx' competitors require their customers to **_purchase courses separately_**. Registered users receive a special link that enables them to determine which courses have already been mapped in over 50 countries across the globe.

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About GolfTraxx.com
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 Mister Deez