

GolfTraxx.com

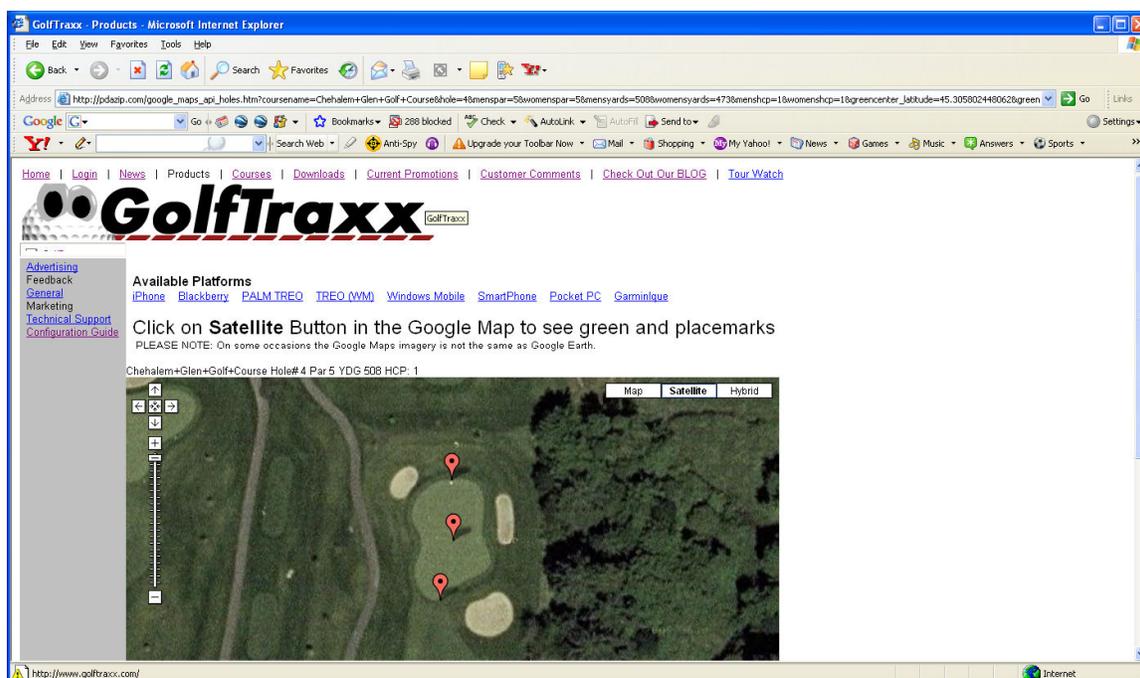
Press Release

January 22, 2009

DANVILLE, CA (January 22, 2009) GolfTraxx (<http://golftraxx.com>) has just integrated Google Maps in its website. This latest feature enables website visitors to view the placemarks for the front, center, and back of each green on a mapped golf course within a Google Map on their website. Site visitors can also obtain driving directions to any course in our database as well.

“The integration of Google Maps with our website and database is huge part of our strategic roadmap to enable the entire GolfTraxx community to participate in the on-going quality control of our database.” said Frank DeBenedetti, founder of GolfTraxx. “Google Maps already provides our customers with visual feedback about the location of placemarks on mapped golf courses, as well as the location of landmarks on each hole. It also provides the strategic framework for providing our customers visual feedback in terms of the locations from which they played each shot in each round.”

Google Maps is now fully integrated with the GolfTraxx database which contains hole-by-hole information for over 21,500 courses in across the globe. Thousands of these courses now have GPS coordinates as well. While viewing any golf course scorecard on our website, in a single click, customers can see the actual placemark locations.



Using Google Earth™ and following the GolfTraxx mapping guide (<http://golftraxx.com/MappingCourses.pdf>), golfers can quickly and easily map their favorite courses, then submit the Google Earth .kml file to GolfTraxx for addition into the GolfTraxx on-line database, viewing on the GolfTraxx website, and obtain a free license as well.

Once the 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 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 on their website. 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**. 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. Registered users receive a special link that enables them to determine which courses have already been mapped 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 in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders.