

GolfTraxx.com

Press Release

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DANVILLE, CA (January 21, 2007) GolfTraxx (<http://golftraxx.com>) announces course mapping for the set of PGA tour, Champions tour, Nationwide tour, LPGA tour courses scheduled to be played during 2007 into its database. GolfTraxx users will be able to obtain distance calculations in yards or metres on a selected course to front, middle, and back of each green, as well as each shot played on any of these courses before the opening round. In addition, customers can store unlimited user-defined waypoints on each hole. For each defined waypoint, GolfTraxx provides distances to-reach and to-carry the waypoint. The GolfTraxx database contains hole-by-hole information for over 21,000 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 Garmin Ique™, TREO™, Palm One™, Palm LifeDrive™, Windows Mobile™, Pocket PC™, and Windows Mobile 5™ with built-in Voice Response.

Using either Google Earth™ or the device itself, trial users can quickly and easily map **any number of additional targets** for each and every hole on the course, 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.

"Interest in GolfTraxx continues to mushroom across the globe with the rapid expansion of devices worldwide. Our customers needed a better way to be able

to identify mapped golf courses as easily identifiable groups.” said Frank DeBenedetti, founder of GolfTraxx. “Our customers can already select from hundreds 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 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.”

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. 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.