

## **GolfTraxx Integrates VoiceIt Technologies' VoiceNavIt for Golf GPS Solution**

*State-of-the art golf GPS solution empowers players with detailed analyses*

**Minneapolis, MN — April 14, 2006** — GolfTraxx (<http://golftraxx.com>) announces the official launch of its Powered By VoiceIt, 100% open standards Golf GPS solution for TREO 650, Palm One, Palm Life Drive, and Pocket PC with a built-in PDA Voice Response. GolfTraxx has partnered with VoiceIt Technologies, LLC to deliver this state-of-the art golf GPS solution.

The integrated application suite features 2-way voice communication between player and device. In addition, the TomTom (<http://tomtom.com>) SIRF STAR III wireless Bluetooth GPS receiver has been integrated into the Golf GPS solution. Upon command, GolfTraxx accurately calculates shot distances anywhere in the world using GPS coordinates, with the PDA stating those distances aloud. Finally, GolfTraxx records each shot played on the course into a database during the played round. Additional features include a female voice stating distances to multiple targets on every hole including front, center and back of each green, and exporting of all shot data to a desktop computer for later use and analysis.

"This product is the result of the collective efforts of some extraordinarily talented individuals," said Frank DeBenedetti, founder of GolfTraxx. "This product will enable players and caddies worldwide to measure distances more quickly and accurately while having more fun than ever before. GolfTraxx also empowers players to obtain better feedback about specific shots played and to perform more detailed analyses of rounds and shots played through the capture of specific shot details never before made possible."

GolfTraxx offers FREE downloads of trial versions of the software for Palm, TREO 650, and Pocket PC on their website. GolfTraxx also plans to offer FREE downloads of over 20,000 course scorecards that are being added to their database through a partnership with [customscorecards.com](http://customscorecards.com). GPS coordinates will also be provided for any courses uploaded to their website for FREE to all registered GolfTraxx users. The GolfTraxx offers various bundled solutions (which include the TomTom GPS receiver and VoiceNavIt) available for purchase for \$149.95-\$199.95 USD. GolfTraxx can be purchased alone for \$29.00 USD for existing owners of a Bluetooth GPS receiver and VoiceNavIt.

GolfTraxx will be featured at the Montgomery County Association for the Blind (MCAB) 5th Annual Golf Invitational on April 26th at the Sunnybrook Golf Club in Plymouth Meeting, PA.

"Integration of voice enabled functionality inside an application such as GolfTraxx is a great way to showcase our voice technology and how it enhances solutions that utilize GPS and Personal Device Assistants technology". said Noel Grover, President of VoiceIt Technologies. "We are honored to be GolfTraxx's choice for featuring VoiceNavIt in this collaborative effort to provide golfing enthusiasts worldwide a solution for better game play while enhancing their mobile experience."



# NEWS RELEASE

**VoiceIt™**  
Technologies, LLC.

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**About VoiceIt Technologies, LLC.** VoiceIt™ Technologies (formerly Grover Industries, Inc.) was started 1998 in Minneapolis, Minnesota. Since then, they have grown to be a world-class technology solutions provider. They specialize in core technologies that harness the power of voice biometrics and voice navigation, enabling third party publishers the ability to develop enterprise and end-consumer solutions. In addition to their core technologies, they offer core applications that provide security and navigation on PC, handheld, and embedded devices. Their core applications offer a dramatic step forward in accuracy, reliability, and portability. For more information, visit [www.voiceit-tech.com](http://www.voiceit-tech.com).

**About GolfTraxx** Founded in 2005, GolfTraxx is headquartered in Danville, California. The flagship product, GolfTraxx is the brainchild of founder, Frank DeBenedetti, 45, who has played golf and on computers for over 30 years. DeBenedetti loves the game and has competed in high school, college, local, regional, and national golf competitions. 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. For more information, visit [www.golftraxx.com](http://www.golftraxx.com).

**About TomTom** TomTom NV is a leading provider of personal navigation products and services. TomTom's products are developed with an emphasis on innovation, quality, ease of use and value. TomTom's products include all-in-one navigation devices, which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the TomTom ONE and the TomTom RIDER. TomTom also provides navigation software products, which integrate with third party devices; the TomTom NAVIGATOR software for PDA's and TomTom MOBILE navigation software for smart phones. TomTom PLUS, is the location-based content and services offering for TomTom's navigation products. TomTom WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise. TomTom was founded in 1991 in Amsterdam and has offices in the Netherlands, the United Kingdom, Germany, France, Italy, the United States of America, China and Taiwan. TomTom's products are sold through a network of leading retailers in 20 countries and online. For more information, visit [www.tomtom.com](http://www.tomtom.com).

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