

GolfTraxx.com

Press Release

September 20, 2006

DANVILLE, CA (September 20, 2006) GolfTraxx (<http://golftraxx.com> customers will now receive distance calculations for a virtually unlimited number of downloadable and/or user-defined waypoints on every course they play. For each defined waypoint, GolfTraxx provides distances to-reach and to-carry the waypoint. GolfTraxx already provides its customers with FREE golf course hole-by-hole information for thousands of courses in US and Canada, 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 TREO 650™, Palm One™, Palm LifeDrive™, Windows Mobile™, and Pocket PC™ with built-in Voice Response.

Now, using either Google Earth™ or the device itself, GolfTraxx customers 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.

"Our approach just makes more sense," said Frank DeBenedetti, founder of GolfTraxx. "Our target audience is not likely to stop carrying a PDA any time soon. How many devices do you want to lug around with you? GolfTraxx 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™, Palm LifeDrive™, Windows Mobile™, 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 \$134.95-\$199.95, which include the GPS receiver. If you already have a bluetooth GPS receiver, GolfTraxx can be purchased stand-alone for \$29.00.

With this latest announcement, GolfTraxx has significantly raised the bar for its competitors in terms of how golf course GPS coordinate data should be collected, priced, shared, and managed.

Contact Information:

Frank DeBenedetti
<http://www.golftraxx.com>
frank_debenedetti@yahoo.com
877-354-GOLF (4653)

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.