

GolfTraxx.com

Press Release

November 30, 2006

DANVILLE, CA (November 30, 2006) GolfTraxx (<http://golftraxx.com>) announces support for the Garmin line of PDA's and GPS products including the Garmin 10 bluetooth GPS receiver and the Garmin Ique series of PDA's including the Garmin M3, M4, and M5.

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, with the Garmin Ique product line, GolfTraxx customers can use a single integrated device to see and hear yardages to reach (and to carry) an unlimited number of targets on any hole with 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. For devices without integrated GPS receivers, GolfTraxx has also incorporated a SiRF STAR III wireless bluetooth™ GPS receiver to provide a 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.

"A single integrated device makes more sense for our customers," 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 downloads to our customers devices... 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. It is noteworthy that most of our competitors do not even supply the actual coordinates, even after you have purchased the course coordinates. 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-\$599.95, some of which include either a GPS receiver or Garmin PDA. 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.

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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.