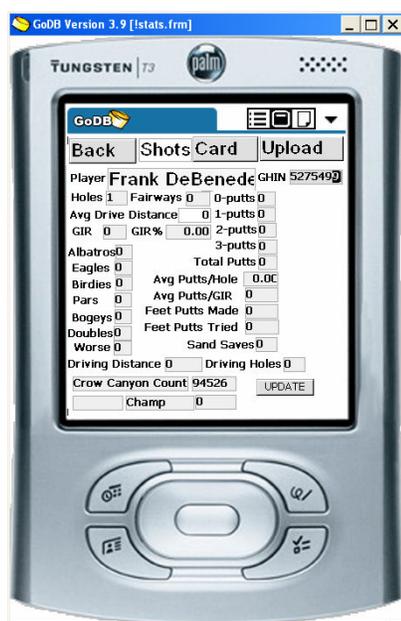


# GolfTraxx.com

## Press Release

March 12, 2007

DANVILLE, CA (March 12, 2007) GolfTraxx (<http://golftraxx.com>) announces the addition of an on-line golf statistical database to which GolfTraxx users can submit the statistics from each round of golf they play in just a single click from within the GolfTraxx PDA application. GolfTraxx **automatically updates the statistics** shown on the screen below as players record shots in just two clicks.



The GolfTraxx on-line database also stores hole-by-hole, shot-by-shot data for players across the globe, including club selection, lie, shot distance, and swing weight. All data can be obtained on the Golftraxx website by entering you GHIN number, then downloaded to your desktop as part of the GolfTraxx 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.

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 also **automatically selects the club** for each shot distance based on each individual's personal game.

"Our golf statistics website provides the simplest possible approach for each of our customers to submit and track their rounds of golf for the rest of their lifetime. It also enables GolfTraxx to offer yet another feature not offered by any of our competitors." said Frank DeBenedetti, founder of GolfTraxx. "In a single click, our customers can now automatically capture, upload, and track the same statistics they like to read about which are calculated for the tour pros on every course they play. GolfTraxx users obtain access to these statistics without having to enter any statistical data into the PDA device or into a website form."

GolfTraxx also employs Google Earth™ imagery for its GPS coordinate database which is **far more accurate** than competitors' data, since it does not rely on manually collected GPS points. As a result, GolfTraxx customers now enjoy **greater accuracy, lifetime tracking, and lower cost-of-ownership**, through FREE access to hole-by-hole scorecard data, FREE GPS coordinate data, and FREE statistical golf database for direct uploads and downloads 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. 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.