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## PRESS RELEASE

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### IMPROVING COURSE MANAGEMENT WITH GOLF GPS DEVICES

**SAN DIEGO, March 19, 2009** – Golfers are constantly looking for ways to shoot lower scores and improve their games. While countless books, magazine articles and websites are devoted to studying the golf swing, there are many ways to improve your golf game without completely overhauling your swing or trying to implement the latest swing tip. One way to quickly improve your game is by practicing effective course management techniques, and a golf GPS device can make this much easier. These devices can assist any golfer in improving their course management, shooting lower scores and increasing their enjoyment of the game.

**For these reasons iGolf is dedicated to providing innovative and affordable golf GPS solutions for golfers of all abilities.**

#### **Golf GPS Basics:**

Golf GPS devices can be used to determine the golfer's exact distance from different points on the green and other areas on the course such as water, bunkers and other hazards. Basically, it consists of an electronic device with GPS capabilities that holds customized course maps and data points. The device accesses satellites to establish a golfer's position on the course and then displays the distance from the golfer to relevant targets.

#### **Benefits of Playing Golf with a GPS Device:**

- **Knowing your exact distance to the front, center and back of the green-** Golf courses routinely provide distance markers at 200, 150 and 100 yards, in addition to sprinkler heads placed throughout the course. However these markers only provide the distance to the center of the green, and rarely does a golfer find their ball directly in line with one of these marks. Knowing the exact distance to the front, center and back of the green from any point on the course allows golfers to eliminate the guesswork and choose the correct club for the flag position. It also allows golfers to plan ahead when they are in a position where they need to lay up short of the green to a comfortable distance.
- **Knowing accurately how far you hit each club in your bag-** Most GPS devices contain a shot distance feature which allows golfers to measure how far they hit each of their clubs. Although golfers may know approximately how far they hit their clubs based on driving range practice sessions, these distances are not always accurate on the golf course. Knowing these distances under playing conditions can lead to improved club selection and lower scores.
- **Knowing the distance to hazards-** Golfers are presented with multiple situations during each round where they must determine what distance they need to either hit over or lay up short of water hazards, bunkers and other obstacles. Instead of guessing or estimating these distances a golfer can use a golf GPS device to get the exact measurement.

- **Increased Confidence** - Golf is as much a mental game as a physical game. If a golfer knows the exact distance to their intended target and how far they hit each of their clubs they will swing with greater confidence and produce better shots. This undoubtedly will lead to lower scores.

### **About iGolf**

Pioneering the consumer golf GPS market, iGolf, operated by L1 Technologies, has become a brand uniquely focused on providing technological advances in software, hardware and GPS content for the golfing sector. With a strong global presence, iGolf continually strives to offer innovative and affordable mobile and web-based solutions for golfers around the world with products and services being used in over 20 countries.

As host to the world's largest GPS enabled golf course database, iGolf.com is the backbone supporting both "iGolf" and "Powered by iGolf" partner products. Additional features such as the iGolf Handicap Tracker, the latest golf headlines, equipment, travel, gadget and course reviews make iGolf.com the chosen destination site for golfers of all interests. iGolf.com provides the golfing community many of these valuable services at no cost while maintaining some paid premium services. For more information on iGolf please call (858) 300-5513 or visit [www.igolf.com](http://www.igolf.com).

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