# GolfTraxx.com

# Press Release                              July 12, 2006

DANVILLE, CA (July 12, 2006) GolfTraxx (http://golftraxx.com) announces integration with Google Earth™ (beta) .kml and .kmz map data for all GolfTraxx users.  GolfTraxx already supplies its customers with FREE golf course hole-by-hole information for 20,000 courses in US and Canada, which can be directly downloaded to PDA devices via GPRS or WIFI access as part of its voice-powered, 100% open standards Golf GPS solution for TREO 650, Palm One, Palm Life Drive, and Pocket PC with built-in Voice Response.  Now, using Google Earth™ as the collection device, GolfTraxx customers can quickly and easily map local courses, then send the newly mapped course data to GolfTraxx for addition into the GolfTraxx database.

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.  Upon command, 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.  GolfTraxx will capture the club used and lie for each shot.  After the round, GolfTraxx exports all shot data to your desktop computer.

"With its latest version of Google Earth™, Google has re-defined the standard for the creation, sharing, and validation of course map and GPS data. The integration of our product with Google Earth™ data enables all of our customers, including trial users, to easily create and submit Google Earth™ maps for their local courses to us for addition to the GolfTraxx on-line database.  The integration of GolfTraxx with Google Earth™ .kmz and .kml files enables us to make hole-by-hole GPS coordinates for the submitted course available for FREE download... usually on the same day as their receipt." said Frank DeBenedetti, founder of GolfTraxx.  "Most of our competitors charge as much as $12.95 per course.  Many do not even supply the actual coordinates even after you buy it. 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 data for direct download to their PDA."

GolfTraxx offers **FREE downloads of trial versions** of the software for Palm, TREO 650, and Pocket PC on their website.  GolfTraxx offers **FREE downloads**

of over 20,000 course scorecards in their database directly to PDA devices.  GPS coordinates are available for many of these courses for **FREE** to all GolfTraxx users.  GolfTraxx' competitors require their customers to ***purchase each course separately***.  GolfTraxx offers various bundled solutions between $134.95-$199.95.  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

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.

## About PDAzip.com

PDAzip.com provides locale-specific information such as current weather or nearby business locations for millions of business locations in every zip code across the United States.  Site visitors can search by zip code, GPS coordinates, city/state, county/state, or FIPS code.  The key differentiator for PDAzip.com is that the ***data is provided in real-time by the businesses themselves***.  This provides pdazip.com with a core advantage versus other sites that provide similar information from a database created "once-upon-a-time."  Site visitors can submit their current GPS coordinates to the PDAzip.com website, then receive locale-specific information based on the GPS coordinates last submitted.  PDAzip.com also offers a downloadable application for PDA devices that allows the GPS coordinates captured by the GPS to be submitted in a single click.