

GolfTraxx.com

Press Release

July 7, 2007

DANVILLE, CA (July 7, 2007) GolfTraxx (<http://golftraxx.com>) has announced a new incentive program in partnership with Desert-Escapes vacation rental properties (<http://desert-escapes.com>) where golfers can receive a free one week vacation in Palm Springs, CA or free GolfTraxx gear, simply by using Google Earth™ to map local courses and submit them to GolfTraxx by September 30, 2007 for addition to the GolfTraxx database. The only requirements are:

1. there is sufficient Google Earth imagery available to map the 18 hole course layout and,
2. the golf course has not yet been mapped at the time of submission, which can be confirmed at <http://golftraxx.com>.
3. participants desiring to earn a free travel or equipment must submit at least one course by August 15, 2007.
4. if the either the course or scorecard is not in the GolfTraxx database, participants must also either fax or email a current scorecard as well.

Submission of a single Google Earth™ map (.kml file) earns a free license, while submitting 6 earns a wireless bluetooth GPS receiver and a license. Submitting 50 Google Earth™ maps earns a free one week vacation in Palm Springs, CA in a luxury vacation property owned and managed by <http://desert-escapes.com> between May and October, while submission of 80 Google Earth™ maps earns a 7 night stay in one of the <http://desert-escapes.com> luxury vacation rentals between the months of November and April valued at up to \$1200 (dates are subject to availability).

Golfers desiring a PDA device will receive a Garmin Ique M5 and GolfTraxx license (valued at \$569) can submit 30 Google Earth™ maps. The GolfTraxx database contains hole-by-hole information for over 21,500 courses in across the globe, 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 Garmin Ique™, TREO™, Palm One™, Palm LifeDrive™, Windows Mobile™, Pocket PC™, and Windows Mobile 5™ with built-in Voice Response.

Using Google Earth™ and following the GolfTraxx mapping guide (<http://pdazip.com/MappingCourses.pdf>), golfers can quickly and easily map their favorite courses, then submit the Google Earth .kml file to GolfTraxx for addition into the GolfTraxx on-line database and credit towards their free gear.

Once the coordinates have been added to the GolfTraxx database, GolfTraxx users can then download the course directly to their device and receive yardages

to reach (and to carry) each of the targets mapped for 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.

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.

"Google Earth provides an efficient mechanism for our customers to submit and/or update golf course maps at any time. It also enables us to rapidly respond to customer requests and visually verify coordinates." said Frank DeBenedetti, founder of GolfTraxx. "Our 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 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 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 21,500 course scorecards in their on-line database directly to PDA devices. GPS coordinates are already available in several hundred 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. Registered users receive a special link that enables them to determine which courses have already been mapped across the globe.

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About GolfTraxx.com

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 Mister Deez in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders.

About Desert-Escapes.com

Founded in 1999, Desert-Escapes is headquartered in Danville, California. The website offers online vacation rentals of several properties in the Palm Springs area, as well as Hawaii. The site was created by founder, Frank DeBenedetti. DeBenedetti is computer technologist who regularly travels to Palm Springs and who now consults with Fortune 100 companies in the San Francisco Bay area. Desert-Escapes.com is a registered brand of Mister Deez in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders.