

# GolfTraxx.com

## Press Release

January 9, 2008

DANVILLE, CA (January 8, 2008) GolfTraxx (<http://golftraxx.com>) has just announced support for the Blackberry 8800 and is offering FREE downloads from their website [http://pdazip.com/golftraxx\\_blackberry.zip](http://pdazip.com/golftraxx_blackberry.zip) . This first Blackberry version is fully functional offering support for landmarks as well as distances to front, center, and back of each green.

"We are thrilled with the addition of the Blackberry platform to our PDA line-up," said Frank DeBenedetti, founder of GolfTraxx. "We took the very best features from our other versions and created a very lightweight and easy to use interface for Blackberry which golfers are able to use on their first trip to the course."

The blackberry version is fully integrated with the GolfTraxx database which 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 Blackberry™, Garmin Ique™, TREO™, Palm One™, Palm LifeDrive™, Windows Mobile™, Pocket PC™, and Windows Mobile 5™ with built-in Voice Response. Over 1,000 of these courses have GPS coordinates as well.

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 obtain their free license.

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.

"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," added DeBenedetti. "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.