

GolfTraxx.com

Press Release

Apr 14, 2006

DANVILLE, CA (April 14, 2006) GolfTraxx (<http://golftraxx.com>) announces the official launch of its voice-powered, 100% open standards Golf GPS solution for TREO 650, Palm One, Palm Life Drive, and Pocket PC with built-in PDA Voice Response.

GolfTraxx has partnered with VoiceIt Technologies, LLC (<http://voiceit-tech.com>) to deliver this state-of-the art golf GPS solution featuring *integrated 2-way voice communication* between player and device. GolfTraxx has also incorporated the TomTom (<http://tomtom.com>) 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 receives coordinates, then *your PDA states those distances aloud*. Finally, GolfTraxx records each shot played into a database during the course of a round played. *A professionally recorded female voice tells you the distances to multiple targets on every hole...* including front, center and back of each green. GolfTraxx can also capture the club you used for each shot, as well as the lie with voice-driven commands. After the round, GolfTraxx exports all shot data to your desktop computer.

"This product is the result of the collective efforts of some *extraordinarily talented individuals*," said Frank DeBenedetti, founder of GolfTraxx. "This product enables golf enthusiasts to measure distances quickly and accurately from anywhere on the planet that the GPS receives a signal. GolfTraxx empowers golf enthusiasts to obtain better feedback about specific shots played and to perform more detailed analyses of rounds and shots played through the capture of specific shot details never before made possible."

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 that have been added to their database. GPS coordinates will also be provided for any courses uploaded to their website for *FREE* to all registered GolfTraxx users. The GolfTraxx offers various bundled solutions (which include the bluetooth™ GPS receiver and VoiceNavIt) is available for purchase for \$149.95-\$199.95. If you already have a bluetooth GPS receiver and VoiceNavIt, GolfTraxx can be purchased stand-alone for \$29.00.

GolfTraxx will be featured at the Montgomery County Association for the Blind (MCAB) 5th Annual Golf Invitational on April 26th at the Sunnybrook Golf Club in Plymouth Meeting, PA.

Contact Information:

Frank DeBenedetti

<http://www.golftraxx.com>

frank_debenedetti@yahoo.com

877-354-GOLF (4653)

Karen CK Drake

<http://www.tomtom.com>

karendrake@tomtom.com

975-405-1688

Noel Grover

<http://www.voiceit-tech.com>

noel.grover@voiceit-tech.com

612-807- 0909

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 VoiceIt Technologies, LLC



VoiceIt Technologies, LLC. is an award winning software Voice Technology Company established in 1998 (formally Grover Industries, Inc), and currently based in Minneapolis, Minnesota. They specialize in voice biometrics software for handheld devices to improve navigation, security, and utility. In addition they have won numerous and prestigious awards from well known magazines and on-line web sites such as: Windows Magazine, PC World, Computer Buyers Guide and Handbook, Laptop Buyers Guide and Handbook, and Tucows.

About TomTom



TomTom NV is a leading provider of personal navigation products and services. TomTom's products are developed with an emphasis on innovation, quality, ease of use and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the TomTom ONE and the TomTom RIDER. TomTom also provides navigation software products which integrate with third party devices; the TomTom NAVIGATOR software for PDA's and TomTom MOBILE navigation software for smart phones. TomTom PLUS, is the location-based content and services offering for TomTom's navigation products. TomTom WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise. TomTom was founded in 1991 in Amsterdam and has offices in the Netherlands, the United Kingdom, Germany, France, Italy, the United States of America, China and Taiwan. TomTom's products are sold through a network of leading retailers in 20 countries and online.