



Fact Sheet

OVERVIEW:

- World leader in high-tech golf instruction
- Founded in 1995 by PGA Professionals, Joe Assell and Mike Clinton
- Provides fact-based golf instruction by combining patented technology with the expertise of Certified Personal Coaches
- Began franchising in 2004
- Over 140 Improvement Centers nationwide
- Over 2,000,000 lessons taught

THE TECHNOLOGY:

- GolfTEC uses a combination of state-of-the-art technology and Certified Personal Coaches to help golf enthusiasts create a fundamental swing
- Patented g-SWING technology combines digital video, impact analysis, biofeedback technology and motion-evaluation technology to provide fact-based instruction
- During a lesson, GolfTEC students wear a small harness with multiple sensors that measure the golfer's key movements through the golf swing
- Proprietary database of over 150 PGA & LPGA Tour Professionals provides ideal measurements to look for at crucial moments in the swing
- WebLesson® technology allows clients to see a video and audio recap of their lessons from anywhere they can access the internet

THE COACHES:

- GolfTEC employs over 350 Certified Personal Coaches across the country
- At the end of 2009, GolfTEC will employ 2% of all PGA Professionals
- All Certified Personal Coaches are required to attend and pass a comprehensive PGA training program known as GolfTEC University (GTU)
- GolfTEC Coaches have won numerous awards for their teaching excellence including PGA Section Teacher of the Year, Golf Digest Top Teachers in the State, PGA Teacher of the Year, Best Golf Lesson and more

PRODUCTS AND SERVICES

- Personalized instruction in private learning bays
- Video swing analysis
- Online lesson review and follow-up instruction (WebLesson®) available 24 hours a day
- Custom club fitting
- Golf equipment and merchandise
- Customized improvement plans and lesson programs
- Corporate Entertainment events