



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



History

PGA Professionals and GolfTEC co-founders Joe Assell and Mike Clinton possess a passion for golf and a commitment to foster its success. This passion and commitment motivated the birth of GolfTEC, a company offering revolutionary golf instruction using the latest technology paired with the skills of a Certified Personal Coach. The goal of GolfTEC is to help players improve their skills and, ultimately, further enjoy the game of golf.

GolfTEC was officially born in 1997, having previously operated under the name Driving Obsession. In 1995, Assell and Clinton were hired by Clayton Coles, formerly the Head Pro at Cherry Hills Country Club, to operate the business. In 1997, Assell and Clinton bought out the company and officially transitioned to the GolfTEC name.

Since its inception, GolfTEC has given over 2,000,000 golf lessons across the country in PGA-certified indoor teaching facilities. The facilities offer services catered to all levels of abilities from beginners to touring professionals. The company employs over (350) Certified Personal Coaches and offers some of the nation's best lesson programs, practice facilities and custom club fitting services.

Philosophy

GolfTEC works on the philosophy that, "If you have fundamentally sound Technique, properly fit Equipment and are in good physical and mental Condition, you'll play your best golf." This philosophy is reflected in the TEC part of the GolfTEC name. While a comprehensive approach maximizes a golfer's performance, the heaviest emphasis remains on Technique.

All GolfTEC instruction is given by Certified Personal Coaches using the company's proprietary software system, g-SWING. Our g-SWING technology combines digital video, impact analysis, biofeedback technology and motion-analysis computers to evaluate and develop the student's golf swing. Data is collected from a small harness worn by the student that is equipped with a number of sensors monitoring key body movements. Lessons complete with a voice-over by the instructor are uploaded to a client's personalized WebLesson® which they can review anywhere they can access the internet. In addition to golf instruction, GolfTEC facilities offer custom club fitting, custom built equipment and corporate entertainment opportunities.

GolfTEC partners with top golf club manufacturers to offer a wide range of equipment for custom club fittings. Practice programs at GolfTEC are designed to help golfers improve faster, increase muscle memory and develop better contact with the ball with each and every swing. The indoor facilities also allow students to practice no matter what the weather situation.



Executive Biographies

Joe Assell

Co-Founder, President & CEO

Since the company's inception, Joe Assell has provided the leadership and skill necessary to grow GolfTEC to its current level, often at rates eclipsing 50% annually. GolfTEC began with one employee and \$90,000 in sales in 1995, and now operates with 400 employees and over \$50 million in sales in fiscal 2008. Mr. Assell oversees multiple divisions within the company including franchising, technology and finance. Mr. Assell has been recognized with numerous awards including the Denver Business Journal Top 40 under 40, Golfweek Magazine Top 40 under 40, Colorado PGA Teacher of the Year and being named a finalist for the Ernst and Young Entrepreneur of the Year. Mr. Assell serves on the Board of Directors of the Colorado PGA and is on the Associate Board of the Boys and Girls Clubs of Metro Denver. Mr. Assell graduated cum laude with B.B.A. in Marketing from the Professional Golf Management Program at Mississippi State University and won their Young Alumni of the Year award in 2002. In addition, Mr. Assell is one of 350 PGA Professionals currently employed by GolfTEC.

Mike Clinton

Co-Founder, COO

After serving as assistant golf professional at Cherry Hills C.C. in Denver, Mike Clinton joined the company shortly after inception and has been at the forefront of overseeing GolfTEC's expansion efforts. Mr. Clinton has overall operational responsibility for GolfTEC's core Improvement Center business, including identifying new market opportunities, hiring staff, marketing and training. His work earned him recognition as a Finalist for Ernst & Young's 2004 Entrepreneur of the Year award. He is also a member of the Ferris State University PGA/PGM Advisory Board and a PGA of America Merchandise Show panelist. Holding a B.B.A. from the Professional Golf Management Program at Mississippi State University and PGA Member, Mr. Clinton brings a solid combination of instructional knowledge and operational experience to GolfTEC.

Steve Atherton

Vice President of Instruction

Steve Atherton has served as GolfTEC Vice President of Instruction since December 2001. Mr. Atherton oversees all training, teaching quality control and continuing education for GolfTEC Improvement Centers nationwide. Steve is an expert in swing biomechanics and is considered to be one of the emerging teaching leaders in the nation. In 2005, Mr. Atherton joined the elite group of PGA Master Professionals with specialization in Instruction, for both Golf Magazine's Top 100 teachers list and Colorado PGA Teacher of the Year in addition to being named to Golf Digest's list of Top-20 Teachers Under 40. Steve has written articles for several golf publications including Golf Magazine and Golf Tips magazine in addition to being a featured speaker at the Better Golf Through Technology Conference at Boston's famed Massachusetts Institute of Technology in 2006 and 2007. During his time at GolfTEC, Steve has personally trained over 250 teaching professionals at the company's rigorous GolfTEC University – a nine-day, PGA accredited training program. Mr. Atherton is a graduate of the Mississippi State University Professional Golf Management Program where he earned his Bachelor's Degree in Business Administration. Mr. Atherton has also worked at prestigious clubs such as Sankaty Head GC, Olympia Fields CC, and Merion GC prior to joining GolfTEC.



FOR IMMEDIATE RELEASE

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GOLFTEC LEADS NATION IN GOLF INSTRUCTION **140 locations open, still more to come**

DENVER, Colo. (September 3, 2009) — Denver-based GolfTEC (www.GolfTEC.com), an elite technology golf instruction company which has taught more than 2,000,000 lessons, is dominating the booming golf instruction business.

GolfTEC extended its first franchise offering in 2004; since then, it has opened 140 locations across the country, and plans to spread its franchise to even more markets in the coming months and years.

Until recently, computer-assisted golf instruction was reserved for the PGA Touring Pros. But GolfTEC provides golfers of all skill levels the opportunity to improve their games through the use of digital video, impact analysis, biofeedback technology and motion-capture computers.

“A golf swing happens at over 100 miles an hour,” said GolfTEC co-founder and Chief Executive Officer Joe Assell. “This instruction method equips our Certified Personal Coaches with scientific data recorded on sophisticated, patented equipment so they can see critical details in the swing – elements that the naked eye just can’t catch.”

During a lesson, GolfTEC students wear a small harness with sensors that measure the golfer’s key movements throughout the swing. A Certified Personal Coach analyzes that information and compares it to a database of 150 top PGA Tour players. The client gets instant feedback to achieve ideal swing parameters, and can review the lesson repeatedly with specific follow-up drills and notes through their personalized WebLesson®.

The GolfTEC g-SWING system includes:

- **A Digital Video Computer System** that records a swing at various angles and provides an instant swing analysis for immediate and interactive study and improvement.
- **A Motion Analysis Computer System**, similar to animated feature film production, uses motion sensors to measure 24 key swing components, including shoulder turn and hip rotation. That data is then compared to more than 150 PGA and LPGA Professionals, many of whom are currently on the major PGA or LPGA Tour circuit.
- **Certified Personal Coaches** who are certified by the Professional Golf Association of America and GolfTEC University, which builds upon PGA training with 80 additional hours of hands-on instructional education through GolfTEC.
- **Biofeedback Reinforcement** which measures and incorporates auditory signals of the golfer's swing against a set of ideal swing parameters.
- **An Impact Analysis which** provides accurate course ball flight and the club-impact face angle.



- A patented, web-based **WebLesson**® that dramatically increases the student’s retention ability. It includes the student’s before-and-after video of each lesson, the instructor’s comments and notes, plus prescription video practice drills that supports each individual lesson.
- **A conditioning program** designed in conjunction with the Titleist® Performance Institute system, one of the golf industry’s leading conditioning companies. The revolutionary approach improves overall flexibility, core strength and balance specific to the game of golf.

“Golfers love the GolfTEC system because it’s very easy to visualize and understand what needs to be changed or fixed,” said Mike Clinton, co-founder and Chief Operating Officer, himself a PGA Professional. “Improvement time decreases dramatically with our system making the game more fun and enjoyable. And the online component allows students to access their video footage and practice techniques from anywhere in the world.”

“The other advantages we have are that weather is never an issue, we don’t need access to the driving range at a golf facility, and we can give lessons at night. That makes GolfTEC instruction much easier to fit into a busy schedule.”

Clinton adds, “With 28 million golfers teeing up to play 489 million rounds of golf in 2008, GolfTEC is poised to keep up with the U.S. demand for the most effective golf instruction available.”

About GolfTEC:

Founded in Denver in 1995 by PGA Professionals Joe Assell (CEO) and Mike Clinton (COO), GolfTEC provides golf instruction in over 140 Improvement Centers nationwide. With over 2 million lessons given to date, GolfTEC delivers over 13% of all lessons taught in the U.S. each year (GTE estimate). GolfTEC’s fact-based combination of motion capture, biofeedback, swing and launch data is proprietary, and is covered by multiple patents. From full-swing confidence developed in climate-controlled bays to on-course instruction, a team of over 400 PGA instructors builds on a database of swings captured from 150 PGA, LPGA, and Senior Tour players. By the end of 2009, nearly 2% of all PGA Professionals will be employed full-time with GolfTEC.

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FINDING THE FAIRWAY

Denver golf improvement company now the largest in U.S., helps players reach the limits of self-improvement and seek help

DENVER, Colo. (September 3, 2009) – According to recent GolfTEC research, the number one reason people seek help with their golf game is growing dissatisfaction with trying to go it alone. As the Denver-based company opens a record-setting 140th location, their network of Improvement Centers and Certified Personal Coaches has found a powerful place in the golf culture.

According to Joe Assell, CEO and co-founder, “Golfers at all levels rate solid ball-striking as the number one contributor to their enjoyment of the game. The approach we’ve honed since 1995 develops full swing confidence, and translates into on-course success – solid shots lead to lower scores.”

The roster of Tour players and professional athletes who turn to GolfTEC pales in comparison to the over 200,000 amateur players with success stories of their own. Every GolfTEC location features a “Wall of Fame” to showcase client achievement. States Mike Clinton, co-founder and COO, “These players consistently cut strokes from tee to green, and many have continued to progress over three to five seasons.”

With over 2 million lessons given to date, GolfTEC delivers over 13% of all lessons taught in the U.S. each year (GolfTEC estimate). A unique combination of Certified Personal Coaches and advanced technology creates an environment designed for sustainable results. Improvement Plans are built around client goals, and include lessons, practice, club fitting, and game tracking spanning a three, six, or 12-month period.

GolfTEC’s fact-based combination of motion capture, biofeedback, swing and launch data is proprietary, and is covered by multiple patents. Prior to this innovation, monitoring a player’s swing largely was limited to an instructor’s real-time observations or low-resolution video. Clients even get their own individual websites to review their swings, Coach comments and prescribed drills.

From full-swing confidence developed in climate-controlled bays to on-course instruction, a team of over 400 Certified Personal Coaches builds on a database of swings captured from 150 PGA, LPGA, and Senior Tour players. By the end of this year, nearly 2% of all PGA Professionals will be employed full-time with GolfTEC (GolfTEC estimate).

Concludes Assell, “Simply because golf is an individual sport doesn’t mean coaching isn’t valuable. In fact, it’s often the only way to get objective feedback that truly helps.”

Visit www.golftec.com or call 1 877 4-GOLFTEC to find out more about GolfTEC including nearby Improvement Centers.

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GOLF INSTRUCTION TAKES A NEW APPROACH

Denver golf instruction company is changing the face of golf instruction

DENVER, Colo. (October 20, 2009) – For golf enthusiasts trying to make improvements to their golf game in the winter, the options can seem limited. The cold weather usually causes most of them to put their clubs away for the off-season. But a golf instruction company based in Denver, CO is providing the facilities and tools necessary to help golfers across the United States stay active all year round.

With over 140 Improvement Centers nationwide, GolfTEC, a franchise specializing in high-tech golf instruction, is making it possible for golfers to enjoy the game they love whenever they choose. Their indoor facilities allow students to take lessons with a Certified Personal Coach regardless of weather conditions.

“At GolfTEC, our indoor Improvement Centers give us the chance to help people improve their golf game even when there’s snow on the ground,” said GolfTEC CEO, Joe Assell. “It may be a blizzard outside, but it’s always 70 degrees and sunny inside GolfTEC.”

With over 2 million lessons given, GolfTEC has discovered that one of the best times to make major swing changes and improvements happens during the off-season.

“If you have major swing changes to make, it doesn’t make much sense to wait until the golf season starts back up to make those changes,” said Assell. “By taking a proactive approach you can get a head start on the season so that you can play your best golf from start to finish.”

While the indoor lessons don’t allow students to see ball flight, GolfTEC Vice President of Instruction, Steve Atherton, said that focusing on ball flight can actually distract golfers from the addressing the aspects of their swing that need work.

“Hitting balls on a driving range can certainly help golfers improve their game, but it can also instill some bad habits,” said Atherton. “Just because the ball lands on the fairway, doesn’t always mean the ball was struck with proper technique.”

The fact-based technology at GolfTEC provides their clients with video swing comparison to a database of over 150 PGA & LPGA Tour Pros. This allows the clients to see exactly where their swing needs work.

“We want to make sure that the feedback you receive from GolfTEC is based on fact, not on one person’s opinion of the golf swing,” said Assell. “GolfTEC works on the philosophy that if you have fundamentally sound Technique, properly fit Equipment and are in good physical and mental Condition, you’ll play your best golf.”

This philosophy is reflected in the TEC part of the GolfTEC name. While a comprehensive approach maximizes a golfer’s performance, at GolfTEC the heaviest emphasis remains on technique.



Concludes Assell, "To play our best golf we need to have access to facilities and technology that allow us to work on our game year round. At GolfTEC, we feel like we're doing everything we can to make sure golfers have that opportunity."

To find out more about GolfTEC, visit www.golftec.com or call 1 877 4-GOLFTEC.

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