

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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