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PRESS RELEASE

INCREASE YOUR PACE OF PLAY

How To Save Time and Strokes on the Course

SAN DIEGO, April 16, 2009 – Seemingly, all golfers have experienced the following situation and feeling: You go out to play a round of golf with friends, and five or six hours later you're dragging yourselves off the course, frustrated at how long it took to finish. All golfers seem to reiterate this trend – that a round of golf seems to take longer and longer every year.

In addition, in recent years, golfer demographics have also changed dramatically. The new demographic for golf players is 29-49 years of age, for both sexes, compared to 50 years ago when mostly senior-aged men dominated the golf course. With busy lives and less time, one of the challenges that this new demographic faces is that the younger age group has little time for recreational activities, therefore they need to find ways to increase their pace of play.

In conclusion, slow play can also have an impact on momentum, patience, scoring and ultimately a golfer's enjoyment of the game.

As a result, iGolf is dedicated to providing innovative and affordable GPS solutions for golfers of all abilities to help increase pace of play and enjoyment of the game.

How to Save Time and Strokes on the Golf Course:

- **Play with a Golf GPS Device:** A GPS device can tell you the distance to the front, center and back of the green in addition to key hazards on the course. Knowing the exact distance to targets allows golfers to quickly choose the correct club without wasting time searching for markers, flipping through yardage books or asking playing partners. Most GPS devices also contain a shot distance feature which allows golfers to accurately measure how far they hit each club in their bag. Knowing these distances leads to quicker club selection, increased confidence, lower scores and quicker rounds.
- **Play ready golf:** Unless you are playing in a tournament it does not matter which golfer hits first. As long as everyone involved decides to play ready golf early in the round, and you are not placing anyone in danger, feel free to swing away without worrying who is the furthest from the green or who made the lowest score on the previous hole. You can also finish off short putts instead of marking, waiting, replacing your ball and taking additional time over the putt.
- **Practice swings and reading greens:** Take practice swings and read your putts while other members of your foursome are hitting or putting. Don't wait until everyone has already hit to start taking practice swings and lining up putts. When it's your turn take a final practice swing or look at the putt and take your stroke.

- **Keep an eye on your partners:** We all do it-turn away in disgust when we hit a bad shot or lose track of the ball when it's off-line. If you want to play quicker keep an eye on your playing partners while they're swinging and help everyone find their errant shots; they will gladly return the favor.
- **Cart Etiquette:** When using a riding cart drop off your playing partner and drive over to your ball. You can then meet up after you have both hit your shots instead of sitting in the cart and waiting for each other. Also, while approaching the green determine where the next tee box is located and park the cart in between the hole and the next tee box. This also applies if you are carrying your bag and want to determine where to place it while putting. After you finish holing out you can walk directly to the cart or bag and quickly get to the next hole.

Few things on the golf course are as frustrating as having to stand around and wait for the group in front to clear before hitting every shot. Not to mention the added time that it takes to finish your round. Slow play can have an impact on momentum, patience, scoring and enjoyment of the game. Fortunately there are many simple ways for the average golfer to increase their pace of play and save time and strokes on the golf course.

About iGolf

Pioneering the consumer golf GPS market, iGolf, operated by L1 Technologies, has become a brand uniquely focused on providing technological advances in software, hardware and GPS content for the golfing sector. With a strong global presence, iGolf continually strives to offer innovative and affordable mobile and web-based solutions for golfers around the world with products and services being used in over 20 countries.

As host to the world's largest GPS enabled golf course database, iGolf.com is the backbone supporting both "iGolf" and "Powered by iGolf" partner products. Additional features such as the iGolf Handicap Tracker, the latest golf headlines, equipment, travel, gadget and course reviews make iGolf.com the chosen destination site for golfers of all interests. iGolf.com provides the golfing community many of these valuable services at no cost while maintaining some paid premium services. For more information on iGolf please call (858) 300-5513 or visit www.igolf.com.

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