



NEWS RELEASE

LASER LINK GOLF GOES THE DISTANCE WITH THE PROFESSIONAL GOLFERS' ASSOCIATION OF BC

Vancouver, B.C. (September 9, 2009) – The PGA of BC is happy to announce the corporate partnership between the PGA of BC and Laser Link Golf. Laser Link Golf is the producer of the Laser Link Distance System, the revolutionary distance measurement system designed specifically for golf. The laser-based system utilizes two components - a handheld laser rangefinder and a flagstick based reflector to determine the exact distance to the flagstick. It is the fastest, simplest, and easiest way to find distance to the flagstick.

“It’s a privilege for us to say that we are partners with the PGA of British Columbia,” said Bruce Davidson of Lifestyle Golf, the Canadian distributor of Laser Link products. “We look forward to building a successful relationship with the PGA of BC.”

All of the Laser Link Golf products are designed with the golfer, and the golf course, in mind. They are manufactured to be a perfect blend of functionality and durability. Day-to-day abuse on the golf course can be significant, as any superintendent would attest, so all Laser Link reflector products are designed for long life, regardless of what is thrown at them.

“The PGA of BC is very pleased to have a corporate partnership with Laser Link Golf,” said PGA of BC Executive Director Brian Butters. “We feel the Laser Link Distance System is a superior product and we are proud to use the Laser Link Distance System at all of our Championships.”

Laser Link Golf products include the popular QuickShot rangefinder, the SmartStick reflector system, and the Smarty flagstick reflector. The system is designed to speed up play and add enjoyment to the game.

Laser Link Golf join a distinguished list of companies with their corporate partnership with the PGA of BC. The PGA of BC looks forward to reflecting a successful 2009 golf season with Laser Link Golf as a valuable member of the team.

-more-

About Laser Link Golf & Lifestyle Golf

Laser Link Golf is based in Madison, Wisconsin and is owned and operated by many of the same individuals that started SoftSpikes. Lifestyle Golf is the Canadian distributor of Laser Link products and began as a partnership of four avid golfers who after trying a variety of products found the Laser Link solution to be the fastest, easiest to use, and the most accurate product available to answer the most often asked question in golf - 'how far is it to the pin?'

Laser Link Golf Distance Systems are in use at more than 2500 golf clubs around the United States and Canada. Currently, there are more than 20 clubs in BC lasered with the system and Lifestyle Golf looks forward to introducing the system throughout the province. In Canada, 41 of the top 100 courses, as rated by Score Magazine in 2008, are hooked up with the Laser Link System, including Royal Montreal in Quebec, Beacon Hall Golf Club in Ontario, Priddis Greens Golf & Country Club in Alberta, and in British Columbia Capilano Golf & Country Club, Shaughnessy Golf & Country Club, Vancouver Golf Club, Victoria Golf Club, Royal Colwood Golf Club and many more.

For further information about Laser Link Golf visit www.laserlinkgolf.com

About the Professional Golfers' Association of British Columbia

The PGA of BC is one of nine zones comprising the Canadian Professional Golfers' Association (CPGA). The PGA of BC serves and represents more than 650 golf professionals who work at and operate golf courses, driving ranges and other golf facilities throughout the Province. PGA of BC professionals are experts in the business of golf, are the most qualified instructors of the game, and are essential to any successful golf operation. PGA of BC professionals teach and administer golf while providing strong leadership in the community through charity events and volunteering. The PGA of BC operates ten provincial championships at venues around BC involving professionals and professionals teamed with amateur golfers. The PGA of BC also owns and operates the PGA of BC Trade Show, the largest annual golf industry gathering in BC. For further information on the PGA of BC visit www.pgabc.org

-30-

For more information, please contact:

Grant Gray
PGA of BC
Sales & Marketing Coordinator
grant@pgabc.org
604.303.6766

Bruce Davidson
Lifestyle Golf
bkldavidson@rogers.com