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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.

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

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