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FOR IMMEDIATE RELEASE:

GolfTEC INTRODUCES REVOLUTIONARY PUTTING TECHNOLOGY
SEVA-Putt Allows Client Drastic Improvement in Their Game

DENVER, Colo. (May 2007) – GolfTEC (<http://www.golftec.com>), the nation's leading technology golf instruction company, announced today it will release SEVA Putt, a revolutionary putting instruction technology, on May 7, 2007.

SEVA Putt identifies and reveals the actual physics of putting, according to Steve Atherton, vice president of golf instruction for GolfTEC. Depending on the individual client and their putting ability, clients can see a dramatic decrease in their overall score by addressing this specific piece of their game.

“SEVA Putt measures the exact path of the putter, utilizing sensors that are attached to the putter with small, unobtrusive plastic clips,” Atherton said. “It works in perfect concert with SEVA Pro, our patented full-swing golf instruction program, which means our system now addresses the entire game of golf.”

SEVA employs digital video, impact analysis, biofeedback technology and motion-capture computers to develop a pro-like swing. The system is patented, and lessons are taught by certified personal coaches, many of whom are affiliated with the LPGA or PGA.

“The introduction of SEVA Putt means that our system can now offer instruction in all aspects of the game,” Atherton said. “Since putting makes up about 40 percent of a player's overall score, it's easy to see how this new technology can have a very significant impact on a player's game, regardless of the player's skill level.”

With SEVA Pro, students wear a small harness, and sensors measure the golfer's key movements throughout the golf swing. A certified personal coach reviews the data and compares it to a database of top PGA TOUR players.

Until now, computer-assisted golf instruction was available only to PGA Touring Pros. But GolfTEC's package of technology-driven instruction makes computer-driven instruction available to golfers of all skill levels. GolfTEC's SEVA system includes digital video, impact analysis, biofeedback technology and motion-capture computers. Clients get instant feedback, and can review their lessons with specific follow-up drills and notes through the GolfTEC website.

SEVA Putt uses similar technology to that employed by SEVA Pro, except that the sensors are attached to the putter rather than to the body.

"SEVA Putt will be added to GolfTEC's overall instruction package," Atherton said. "Programs vary in the number of lessons purchased, and the programs will address full swing and putting. For example, a client who purchases a package of fifteen lessons can spend five of those lessons focused solely on putting. Of course, that mix can be modified depending on the needs of the student."

GolfTEC's instruction is based on facts recorded by patented, sophisticated equipment, and then analyzed by certified personal coaches. The indoor setting provided by GolfTEC locations means weather is never an issue, access to a driving range is not necessary, and lessons can be delivered day or night.

GolfTEC has performed more than 925,000 lessons, and provides a comprehensive training program called GolfTEC University. Each certified personal coach undergoes a rigorous program learning the technology, the proven teaching methods and drawing upon GolfTEC's twelve years of experience in the booming golf instruction industry.

GolfTEC offered its first franchising opportunity in 2004. Since then, it has opened over 90 locations across the country. It has plans to have at least 40 more locations open by the end of 2007.

About GolfTEC:

Since its inception in 1995, GolfTEC has developed into a golf instruction powerhouse that has provided more than 925,000 golf lessons. Only certified personal coaches operate the patented SEVA system which integrates digital video, 3-D motion analysis, impact analysis and biofeedback technology into each GolfTEC lesson. Founded by PGA Members Joe Assell and Mike Clinton, the company offers the nation's best lesson programs, practice facilities and custom club fitting services. It delivers the highest client improvement ratings in the industry. In October 2004, GolfTEC began a franchise initiative, and it now operates in dozens of markets nationwide with 91 locations open and 40 planned for 2007. For more information, visit [www.GolfTEC.com](http://www.golftec.com) <<http://www.golftec.com/>> or call GolfTEC Corporate headquarters: 303.779.7700.