



1<sup>ST</sup> PLACE WINNER  
IN THE GPS CATEGORY

# SkyGolf®

For Immediate Release

**SkyCaddie® SGX™ Scores Industry's Only GOLD Rating Among Distance Measuring Devices In Prestigious 2011 *Golf Digest* "Hot List"**  
**SkyCaddie's® SGX™ Stands Alone With Highest Rating Among Distance Measuring Devices By "Hot List;" Panel Made Up Of *Golf Digest* Editors, Golf Retailers, Golf Professionals & Consumers**

RIDGELAND, Miss., September 2, 2011... SkyGolf®, maker of SkyCaddie®, the #1 Rangefinder in Golf, today announced that SkyCaddie® SGX™ received the only Gold rating among all GPS rangefinders tested by *Golf Digest* magazine for the 2011 "Hot List." The prestigious distinction comes on the heels of a recent survey conducted by Golf Datatech, the industry's leading independent research firm, who polled serious golfers about their opinions of lasers, dedicated GPS devices and smartphone apps. The study revealed that 94% of all serious golfers believe "exact yardage" is important to their game and when asked which rangefinder, including lasers, they considered the most accurate, the overwhelming choice was SkyCaddie. The combination of golfers' need for accurate distances and SkyCaddie being named as the most accurate rangefinder explains why more golfers use and trust SkyCaddie for their critical distances than all other distance measuring devices combined.

In an article that appears in the October 2011 issue of *Golf Digest*, SkyCaddie was the only golf distance measuring device to receive Gold rating, the highest recognition from the "Hot List" testing panel, which included *Golf Digest* editors, golf retailers, golf professionals and consumers.

The *Golf Digest* panel recognized SkyCaddie for its breadth of golfer-friendly features and benefits, including SkyGolf's unmatched ground mapping process whereby highly-trained SkyCaddie mappers walk every course — just like PGA TOUR caddies do for their pros — using survey-grade equipment with accuracy within a yard or less, to record thousands of points on each hole to verify the exact locations of targets, hazards, fairway run outs, major green contours, false fronts and the perimeter of every green with dynamic front carry and back numbers. That is why more golfers use and trust SkyCaddie than the other trailing brands combined, with SkyCaddie beating the nearest competitor, according to Golf Datatech's survey, by a margin of 4 to 1.

"We are very excited to serve as the Gold standard among golf distance measuring devices, and to receive such strong recognition in the prestigious *Golf Digest* 'Hot List,'" said Richard Edmonson, CEO, SkyGolf. "The testing panel for the 'Hot List' is a diverse group of editors, golf pros, retailers and consumers, and to have them collectively award the Gold rating to SkyCaddie is a strong testament to why our product is the #1 Rangefinder in Golf. Exact yardage remains the most important issue among golfers looking to purchase a distance measuring device. However, a GPS system can be no more accurate than the map it uses. If the map is wrong, so are the distances. That's why only SkyGolf goes the extra mile and extra expense to deliver maps that deliver the same trusted, reliable yardages that no Tour Pro would play without. And, unfortunately such accuracy comes at price as most good things cost money. And yes, we have modestly-priced annual membership plans that allow us to deliver this reliability, but our customers believe it's the best investment a golfer can make in terms of game improvement by virtue of our #1 rated accuracy and the fact we have more golfers trusting our SkyCaddie than all other GPS rangefinders combined."

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## **SkyCaddie SGX Scores Gold Rating In *Golf Digest* “Hot List”...Add One**

The Golf Digest “Hot List” serves to provide golfers with a guide that they can use as a starting point in searching for new golf equipment. The editors of *Golf Digest*, along with golf retailers, professionals and consumers spend hours testing all of the newest products each fall. The products that rate the best end up on the “Hot List,” with the very best in each category earning a Gold rating.

Edmonson adds, “Whether a golfer has a handicap of 2 or 22, having the right distance is essential for a good shot to end up in a good place. Having the wrong distance information adds another handicap to a golfer who is already challenged enough by a tough game. We achieved this Gold rating from *Golf Digest* because we believe that golfers of all skill levels deserve the best and most accurate distances possible. Everyone wants to buy a better game. So, when it comes to distances, everyone can be equal if they buy a rangefinder that is reliable and accurate...and it’s clear that SkyCaddie is the right choice.

To learn more about SkyCaddie, visit [www.skygolf.com](http://www.skygolf.com).

### **About SkyGolf**

SkyGolf® is a private company specializing in the development of innovative positioning systems and technology products specifically designed for personal use on a golf course. SkyGolf is leading a revolution that is improving the way golfers play the game. The mission of SkyGolf is to respect the long-standing traditions of the game, use technology responsibly and within the spirit and rules of golf, and to provide golfers of all skill levels with better and more rewarding golf experiences. SkyGolf, maker of SkyCaddie®, the #1 rangefinder in golf, is committed to providing the same reliable information a professional caddie provides to PGA TOUR professionals. This unmatched reliability is created by walking every course just like a TOUR Caddie does for a professional golfer, recording critical target information using the only method trusted in professional golf. To date, SkyGolf has traveled over a million miles to ground map using sub-meter survey grade equipment, recording approximately 100 million data points on close to 30,000 golf courses worldwide using their TOUR Caddie ground-mapping methodology. Additionally, thousands of courses are updated annually. SkyGolf believes every amateur deserves the same complete information with the same reliability professional golfers receive and would never play without and believes its SkyCaddie is the closest thing to a Tour caddie’s actual yardage book. The SkyCaddie is the Official Rangefinder of The PGA of America, Canadian PGA, PGA of Great Britain and Ireland, the PGA of New Zealand, PGA of Germany, the PGA of Spain, the Swedish PGA and a Technology Partner of the PGA Learning Center.

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