

FOR IMMEDIATE RELEASE
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Continued Growth for AboutGolf
AboutGolf Hires High-level Employees Despite Uncertain Times

MAUMEE, OHIO—In spite of the down economy AboutGolf, a world leader in indoor golf simulator and analysis technology, is continuing its growth, announcing the hiring of a number of new employees—including eight in high-level positions.

While AboutGolf strives to be conservative in building its infrastructure during the economic slow-down, its continued growth necessitates that it judiciously add high-end human resources, says AboutGolf CEO Bill Bales.

"We have established a commitment to significantly advance the capabilities of our proprietary 3D graphics rendering engine toward the end of producing a truly life-like visual experience in our simulators," Bales says. "This is something that is impossible to do with photo-based products, which represent the lowest form of simulation graphics. Continuing to advance this type of technology requires an investment in human resources."

AboutGolf's new high-level hires include:

--Yingbin Liu: Liu was hired to lead AboutGolf Labs' move into a significantly higher realm of 3D graphics by further bringing to life the rapidly growing list of famous courses for aboutGolf's simulators. Liu received his PhD in 3D graphics from Waterloo University, widely regarded as the MIT of Canada.

--Mark Michniewicz: Michniewicz will manage the engineering of advanced hardware development projects tied to 3Trak, aboutGolf's revolutionary launch monitor technology. He will apply his optics, lighting, and machine vision systems experience to improve AboutGolf's products and develop new ones. Michniewicz, who has an MS in machine vision optics, was formerly a project manager and engineer for Michigan Aerospace Corporation.

--Kyle Carey: Carey, a veteran programmer, joins Liu in augmenting AboutGolf's already substantial software development team. Carey was formerly a senior programmer at Ford Motors.

--Martha Lock: Lock has been hired as a hardware programmer, and also is an intern software developer.

--Randall Henry: AboutGolf's new director of business innovation is the son of Randy Henry, founder of the seminal club fitting company Henry-Griffitts. Randall, who has been fitting golf

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clubs since he was literally three years old, has a degree in entrepreneurial business from Boise State University.

--Lindsay Cathers: AboutGolf's new director of marketing comes from Northlich, Inc., a brand engagement agency, bringing experience in branding, public relations, grassroots marketing and digital strategy. Cathers graduated with honors from the Scripps School of Journalism at Ohio University.

--Matt Burgert: Burgert will provide management support to AboutGolf's growing simulator installation division. The former 11-year corporate-level manager for Lowe's is a graduate of Ohio University.

--Nate Nowles: Nowles is a 3D CAD specialist who will develop custom CAD drawings for AboutGolf's growing custom simulator installation business.

Aside from hiring a handful of other new employees, AboutGolf also has engaged the outsource services of Vision Solutions International Inc. Two full time engineers have been applying their 20 years of experience in 3D sensor technology in the electronic- and robot-guidance business to aboutGolf's 3Trak initiative. AboutGolf also is about to contract with an Ann Arbor, Mich., company for software-development services in the development of AboutGolf's next generation software platform for 3D technology.

"It is an exciting time at AboutGolf," Bales says. "Our R&D efforts in the area of ball-and-club-tracking hardware have been expanding at a very rapid rate and we've just scratched the surface on what we can do with our proprietary 3Trak vision technology. Plus, we've got some surprises coming in other areas."

AboutGolf is a 20-year-old Maumee, Ohio-based company that has been dedicated to golf for its entire history. AboutGolf has produced Microsoft Golf, Greg Norman Ultimate Challenge Golf and World Tours, which is the world's most-widely-distributed golf simulation, and now is the world leader in indoor golf simulator technology. AboutGolf® is a registered trademark of AboutGolf Limited, Maumee, Ohio.

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