

## **FOR IMMEDIATE RELEASE**

### **AWARD WINNING “GOLF RULES QUICK REFERENCE” IS NOW AVAILABLE AS IPHONE APPLICATION**

MIAMI, FL—“Golf Rules Quick Reference” – the award winning, best selling flip guide that answers practically every rules question at a glance—is now available as an iPhone application.

The “iGolfrules” iPhone application utilizes the iPhone’s incredible technology, which includes the Multi-Touch interface and real-time 3D graphics. Once the user taps into the App Store and downloads “iGolfrules” onto their iPhone, the rules booklet virtually comes to life.

An iPhone-toting golfer facing a confusing rules situation can click on the section/area that corresponds to the position of his ball, click on the headline that applies to his situation, and then find the correct answer or procedure within seconds thanks to more than 200 illustrations and animated slide shows. Users have the options of four languages (English, German, French and Spanish), with more language versions currently being programmed.

“We have extended the content of ‘Golf Rules Quick Reference’ a little bit and have taken advantage of the technical possibilities that the iPhone offers, such as animated images, but other than that we keep close to the successful concept of our little booklet,” says Yves C. Ton-That, “Golf Rules Quick Reference” author and an international rules official for more than 10 years.

The “iGolfrules” application is available from the iTunes App Store for \$9.95. The price includes all rule updates until the end of 2011 as well as new language versions that are added during the same period.

The “iGolfrules” iPhone application will be on display at the “Artigo Publishing/Golf Rules Made Easy” booth (#4563) at the 2009 PGA Merchandise Show, January 29-31 in Orlando, Florida. Also on display at the company’s booth will be the “Golf Rules Quick Reference” in more than 20 languages and the brand-new, revised and updated edition of “Golf Rules & Etiquette Crystal Clear.”

The iPhone application brings to life the user-friendly “Golf Rules Quick Reference,” which provides instant help in clearing up hazy situations involving the often-confusing Rules of Golf. Ton-That spent four years developing the original “Golf Rules Quick Reference Stroke Play Guide,” which has won numerous awards. Golf Digest says that it’s “the best effort yet to decipher the Rules of Golf” and the golf industry awarded it “Best New Product” at its two largest golf trade shows. It’s no wonder more than 500,000 satisfied customers in more than 50 countries are using it.

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