

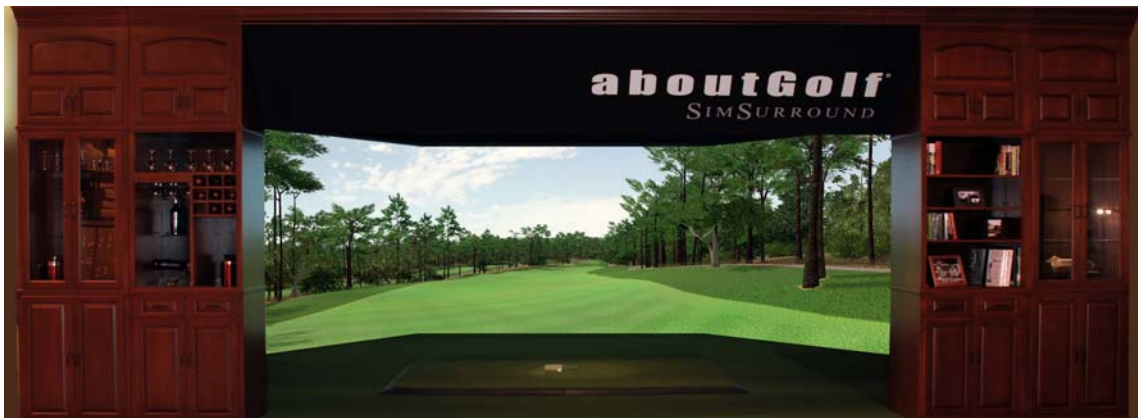


FOR IMMEDIATE RELEASE
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AboutGolf's New Patent Pending SimSurround™ Simulator

Takes Indoor Golf Beyond the Next Level

MAUMEE, OHIO—AboutGolf, the world leader in indoor golf simulator technology, has once again propelled indoor golf into an unprecedented realm thanks to its groundbreaking SimSurround™ Simulator, which features patent-pending three-screen technology. This design technology provides nearly a 180 degree wrap-around image.



The SimSurround Simulator helped AboutGolf kick off its 21st year in business by receiving an overwhelmingly enthusiastic reaction from attendees at January's PGA Merchandise Show in Orlando.

“We are expecting great success for the SimSurround Simulator going forward thanks to both its unprecedented technology and consumer reaction since we introduced it at the PGA Show,” says AboutGolf's CEO Bill Bales. “Prior to Orlando, I said our SimSurround Simulator could provide a huge visual and experiential splash during the show. But I underestimated the consumer reaction relative to actual sales.”

Indeed, the SimSurround Simulator provides a visual experience that must be seen to be believed. The graphical display surrounds the user thanks to the patent-pending three-screen technology. Standing on the tee, the three-screen view of the golf course envelops the player, providing almost total immersion.

“Unfortunately, there's a lot of false and misleading information being thrown around in our industry about simulator imaging,” Bales says. “SimSurround, hopefully, will advance the imaging discussion and help the market become more astute consumers.”

AboutGolf's nearly forty courses are all being upgraded to enhance the graphical experience, with three times the viewing area of the company's new standard SE Simulator system.

The SimSurround Simulator also will be the company's flagship in its newly formed AboutGolf Home simulator division initiative.

The SimSurround Simulator can be configured with custom cabinetry designed to fit the user's specific needs and tastes, or a more basic enclosure can be configured. Optional matching wood bag stands and seats can be added to the system interior. While the feeling of open space much more realistically replicates the outdoor experience, the SimSurround Simulator can be configured to as little as twenty feet in width.

The early consumer reaction to the SimSurround Simulator and its patent-pending three-screen technology has been overwhelming, according to retailers.



“Our customers are just awestruck by the new AboutGolf “SimSurround” golf simulator that was installed last week in our store,” says Steve Matton, Assistant Store Manager of Services for PGA Tour Superstore in Roswell, Ga. “Everyone that passes by the ‘SimSurround’ stops to take a look at the new three-screen technology. We find that customers are actually waiting in line for their opportunity to hit shots in the ‘SimSurround.’ ”

An integral component of the SimSurround Simulator is AboutGolf's new 3Trak™ 3D launch engine—which, like the SimSurround Simulator, also has patents pending. 3Trak is a huge technological breakthrough the company also debuted in Orlando. 3Trak—which will formally begin to ship April 1—is AboutGolf's revolutionary vision-based ball and club tracking system and the newest launch engine to power the SimSurround Simulator.



AboutGolf is a 19-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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