



**FOR IMMEDIATE RELEASE
OCTOBER 7, 2008**

**uPro Hand-Held Golf GPS Device No Longer
Charges Fee For Basic Mode™ Course Downloads**

CARLSBAD, California—uPlay, LLC—an integrated products design company that produces technically superior consumer electronics devices that are innovative and fun—announces that the Basic Mode™ downloads for its uPro™ hand-held golf GPS device are now FREE of charge.

The stylish, compact and easy-to-use uPro™ features an unparalleled highly developed combination of GPS and laser-range capabilities, providing hi-resolution aerial photography and satellite imagery of thousands of courses worldwide.

The Basic Mode™ online download of one golf course, which previously cost registered users one credit, will now be FREE for all registered users. There are no limitations on how many courses registered users can download each year.

The bottom line? uPro™ users will get for FREE what competitors charge for.

“Other GPS devices in the marketplace charge for the equivalent of our Basic Mode™, and we’re providing our Basic Mode™ for FREE,” says uPlay President Joey Balardeta. “Our course database is also far more detailed than any other database in the market, so it’s a win-win situation for our customers.”

While Basic Mode™ course downloads are FREE for courses located anywhere in the world, the uPro’s™ ProMode™ course downloads are priced based on buying a package of courses. The typical uPro™ customer buys a package of 50 courses, which translates into an average per-course cost of \$2.40. Users receive free updates to all course data for the life of the product. After purchasing a course package, course credits remain in the uPro™ user’s account for use at anytime in the future.

The Basic Mode™ is a subset of the data contained within the ProMode™ course data. A Basic Mode™ download gives users the basic functionality of the uPro™—Green View and Hazard View. Basic Mode™ is what is found in any other GPS device on the market, but with much more-detailed data. uPro™ maps every feature on every hole and includes thousands of points per hole to enable the most accurate mapping of each and every feature on the course. In general, uPro’s™ competitors map only a subset of the features, with far fewer points per feature. Unlike other golf GPS products, all courses in the uPro database are professionally mapped by uPlay trained professionals.

There are no yearly membership fees for uPro™, while annual fees for uPro's competitors range from \$29.95 per year to \$59.95 per year. If these fees are not paid at the start of the year, previously downloaded courses are disabled so the device will no longer work.

The uPro's™ ProMode™ download, for a minimal cost of ownership, adds video flyovers and aerial imagery to the detailed data contained within Basic Mode™, allowing the user to actually see the course and measure to AnyPoint™ on the course, unlike other golf GPS devices.

Carlsbad, California-based uPlay is an integrated products design company whose goal is to produce technically superior consumer electronics devices that are both innovative and fun.

#####

For more information contact:

Mary Beth Lacy at 760-346-6942 or email: mb@mblacy.com

Visit the website at www.uprogps.com