

FOR IMMEDIATE RELEASE – Nov 20, 2007

Digital Golf Guides™ creates unique, portable, easy to use animated hole by hole golf guides that can easily be viewed on a BlackBerry™, iPhone™ or other portable device.

Kelowna, BC, Canada – Digital Golf Guides™, a new Kelowna, BC company provides golfers with a free animated hole by hole guide to major public golf courses.

“It’s like having the golf club professional standing beside you at every hole dispensing advice” says Brett Millard of Kelowna, BC He’s talking about the brainchild of his partner, Dan Defilla of Whistler, BC and their new company, Digital Golf Guides™.

“In the past, a golfer would have to take a thick, glossy book on the course with them that contained a description of each hole” said Millard. “Now they just have to pull out their BlackBerry™, cell phone or iPod™ that they are carrying anyway. Best of all, the guide is free for golfers.”

The golf guides contain an animated map of every hole, with voice-over description, text, yardage, playing tips and explains to golfers what hazards to avoid.

Currently available are a few of the guides used for product testing in California, Arizona and British Columbia. The company is also creating guides for top Canadian and US public golf courses for their database. The free golf guides can be downloaded online at: <http://www.digitalgolfguides.com/>

Guide Details

For Golf Courses: Digital Golf Guides™ will set up an in-depth, hole by hole breakdown of your entire course, complete with voice-over, music and animated graphics. This entire package will be easily integrated into your course’s web site as well as made available on CD-ROM for use at trade shows or in direct mail campaigns. Your company will then have access to this marketing tool permanently to utilize in course promotion and as an added benefit to your golfers. The guide will also be featured on the company’s main web site. This web site contains a constantly expanding database of all Digital Golf Guides designed courses and is a valuable resource for golfers of all ability levels and experience.

For Sponsors: Sponsors are given several great opportunities to position their brand in front of a highly targeted golf market. There is ample space on every hole of each course to place sponsor logos or product information. Additionally, there are opportunities for sponsors to create and add in short video clips about

their company at the start of a course's info or in between front and back 9's. The company's web site also has sponsorship opportunities in the form of banner advertising and promotional contests.

The Digital Golf Guides™ web site also provides detailed information for Golf Courses who wish to have a golf guide created for their course and also for advertisers who wish to have their brand placed in the guides.

Digital Golf Guides™ is a Kelowna, BC area company specializing in animated digital guides that play on portable devices. The company's free golf guides can be downloaded globally from their web site, iTunes store and select tourism web sites. This ease of access and lack of cost attracts a much wider viewer base that creates an increased value for courses and sponsors.

Contact:

IT & Product Design: Dan Defilla -604-906-0091 dan@digitalgolfguides.com
Sales & Marketing: Brett Millard - 250-863-6505 brett@digitalgolfguides.com

<http://www.digitalgolfguides.com/>