



## **Who's Your Caddy Golf Mobile App Now Available For Androids**

MILFORD, CT (June 7, 2012) – The new cutting edge golf mobile application Who's Your Caddy has proven to be a popular download for iPhone users. Now golfers who use Androids can discover what all the buzz is about.

Parent company Red Mat Media announced today that it's Who's Your Caddy app is live and available free of charge for Android users. The Who's Your Caddy Android version can be downloaded through this link: <http://tinyurl.com/78zs2no>

“We are thrilled to expand our coverage to Androids,” said Suzanne Cahill-Manning, President of Red Mat Media. “We have enjoyed such tremendous response from golfers who downloaded the iPhone app from iTunes. I am sure Android users will find our app to be quite valuable as well.”

Who's Your Caddy is a multi-faceted golf mobile phone app that is free to golf courses and users. Along with all the usual benefits associated with golf mobile apps, WYC offers a unique marketing program that drives revenue to courses and local businesses, while providing free gifts to golfers just for simply using the app.

Among the unique features of WYC is Caddy Tips, short video clips from golf professional describing how to play each hole.

“This app is by no means your typical golf app,” said CEO Timothy Lyon. “It is an intelligent, comprehensive and extremely interactive marketing program that effectively gets brands directly in front of a powerful demographic.”

There are many functions and benefits that set Who's Your Caddy app apart from its competition. To see a brief overview highlighting the unique features of Who's Your Caddy, simply click here to watch this short video:

[http://www.youtube.com/watch?v=O6\\_5p5hgLu4&feature=youtube](http://www.youtube.com/watch?v=O6_5p5hgLu4&feature=youtube)

**ABOUT WHO'S YOUR CADDY**

Golf's most complete mobile app is FREE to courses and players. Golfers earn Gimmes – free gifts from neighborhood businesses - by simply using Who's Your Caddy app. Participating courses earn revenue through Who's Your Caddy's unique advertising program, and all they have to do is make their players aware of the app. Caddy-like advice is provided for each hole via a short video in which the golf professional explains how to play the hole. And all the other cutting edge tools expected from golf mobile apps are offered on the Who's Your Caddy app.

#### ABOUT RED MAT MEDIA

Leading the way in relationship marketing, RED MAT MEDIA brings a fresh voice, distinctive ideas, innovative concepts, and positive messaging to customized print, digital, audio, mobile, and visual communications. From award-winning print publications to cutting edge websites, digital publications, mobile tagging, and mobile apps, RED MAT MEDIA delivers a portfolio of custom communications tools that strengthen current relationships and help form successful new alliances.

RED MAT MEDIA clients receive the benefits of exceptionally high editorial and design standards, savvy business development and creative teams, and an advanced technology infrastructure that enables clients to manage, track, and analyze the success of their targeted relationships.

Through creative, engaging, and dynamic custom content, RED MAT MEDIA raises the quality of the relationship between clients and prospects by creating a media channel that delivers highly targeted content in ways that gain attention, and more importantly, garner action; in other words, memorable content of value.

For more information on Who's Your Caddy or Red Mat Media, visit their websites at [www.whosyourcaddy.com](http://www.whosyourcaddy.com) or [www.redmatmedia.com](http://www.redmatmedia.com).

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