



WHO'S YOUR CADDY HAS CREATED A UNIQUE SALES PROGRAM TO SUPPORT ITS GROUND-BREAKING GOLF MOBILE APPLICATION

MILFORD, CT (April 16, 2012)- Who's Your Caddy has not only developed a cutting edge [golf mobile application](#), but it has also implemented a cutting-edge, first of its kind sales and marketing plan. The plan is designed for golfers, golf courses, and advertisers to all benefit from usage of the [app](#).

WYC has over 50 people on its sales team already, and interested applicants are submitting applications daily at www.whosyourcaddy.com/submit. The company is aggressively hiring, and forecasts a sales team of over 700 across the country within a year. WYC's impressive sales team consists of individuals who have a love of golf, a wide array of sales experiences, and are confident and assertive sales professionals.

The sales reps will work with the 19,000-plus golf courses included in WYC, as well as businesses in the neighborhoods of those courses to place advertisements and generate "Gimmes" for the app. Gimmes are free gifts provided by Who's Your Caddy through businesses in the golfer's neighborhood, such as an oil change or free dinner at a local restaurant. Golfers will be alerted of their free Gimme while using their WYC app during their round of golf.

"The Gimmes really separate Who's Your Caddy from our competition," said President Suzanne Cahill-Manning. "It is a win-win-win program. Our advertisers gain exposure and direct access to potential new customers. We really increase the likelihood that a golfer will show up at the merchant's place of business, where they will have a chance to turn them into a customer for life. And of course, the golfers win with the Gimmes while using the very best golf app on the market. And it is all free."

The advertising platform is based on the inner relationship between the golfer, the golf course and the local businesses that are advertising with [Who's Your Caddy](#).

"Our marketing plan truly is first of its kind to target niche merchants and local geographic areas," said Laura Guthrie, Partner/Director of parent company, Red Mat Media. "This plan is one that is very relationship-driven. Although the backbone is a great app technology, the key

to our product is the strengthening of the relationships between the golfers, the golf courses, and the advertisers.”

Local businesses will learn quickly how partnering with WYC is a no-brainer for them. Ads will show on each local course, with potential exposure of several hundred-thousand screen views per course. With WYC’s innovative method to directly interact and deliver the advertisers message to a proven, powerful and influential buying group, local businesses will quickly benefit by the powerful dynamic reach of this advertising partnership. And national businesses can benefit through being featured not just locally, but on each of the 19,000-plus courses in WYC.

Golf Courses will easily learn how WYC is the only mobile golf app that will make them money, without costing them a cent. Golfers use their smart phones to gather enhanced video and GPS information about playing the course, while the golf course receives a generous revenue share through their participation in the Who’s Your Caddy Mobile Marketing Program.

Who’s Your Caddy, created by parent company Red Mat Media, can be downloaded from iTunes, and will be available by May 1 for Androids.

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=youtu.be. To submit for consideration for the WYC sales team, please visit <http://whosyourcaddy.com/submit>. Positions are available throughout the USA.

ABOUT WHO’S YOUR CADDY

Golf’s most complete mobile app is FREE to the courses and the 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 or www.redmatmedia.com.

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