



## Who's Your Caddy Golf App and Platform Takes Mobile Marketing to Next Level

MILFORD, CT (May 29, 2012) – The new cutting edge golf mobile application Who's Your Caddy has proven to be more than just a revenue producer for courses and a valuable on-course tool for golfers across the country.

It is also a winner for companies that choose to market their products via Who's Your Caddy's mobile platform.

Advertisers enjoy several benefits from WYC's well-designed plan.

- **Reliable Targeting.** The WYC platform ensures that companies will reach golfers – a proven and qualified demographic, ensuring there is no waste or second guessing the intended audience. The WYC app has over 19,000 courses in the system covering all 50 states.
- **Engagement and Re-Engagement.** WYC creates value through the constant use from golfers. This app is extremely interactive, both on and off the course. Golfers will rely on WYC on the course for GPS yardage, caddy tips, the unique “gimmes” program, and social media. Users can turn to WYC off the course for tips and videos for pre- and post-round practice.
- **Direct Response.** The “gimmes” program is a clear step program to get consumers to take action. These “gimmes” – special offers from advertisers and local businesses – will pop up on user's screens while they are on the course, awarding users for their app usage.
- **Quality Presentation.** The banner click-to-full-screen ads rotate throughout use of the app, and the Save to Favorites feature means that advertisements can be saved for later viewing and sharing.
- **Geo-targeting.** The WYC sales and marketing plan targets golfers locally, regionally.

and nationally.

• Analytics. The WYC marketing platform ensures advertising programs are continually optimized. “Savvy marketers are quickly realizing that in order to really optimize a mobile strategy and make it work, it has to be targeted and ensure re-engagement,” said WYC’s National Sales Director Jody Stathakis. “That is precisely what we have built with Who’s Your Caddy.

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“WYC is mobile marketing at its finest. It gives marketers reliable targeting, no second guessing as to who is seeing your advertisement.”

Who’s Your Caddy, created by parent company Red Mat Media, can be downloaded from iTunes, and will soon be available for Androids. It is free to golfers and courses.

“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 sets 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 the courses and the players. Golfers earn Gimmes – free gifts from neighborhood businesses and national advertisers - 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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