



## **“WHO’S YOUR CADDY” UNVEILS REVOLUTIONARY NEW GOLF MOBILE APPLICATION THAT BENEFITS GOLFERS AND COURSES – AND IT IS FREE**

MILFORD, CT (April 4, 2012)- Who’s Your Caddy, a free, cutting edge [golf mobile application](#), is about to change the way golfers, golf courses, and advertisers view mobile apps. Not just another [golf app](#), this mobile app is the first of its kind. A win-win-win for all parties involved: golfers, golf courses, and advertisers.

Who’s Your Caddy, created by parent company Red Mat Media, is available now on iTunes, and by May 1 for Androids. The product’s website, [www.whosyourcaddy.com](http://www.whosyourcaddy.com) launched this week as well which details how this app is revolutionizing the way golfers, golf courses, and local businesses all benefit by working together.

Three key features set this product apart from other golf apps. First, [Who’s Your Caddy](#) is a FREE mobile app for both the golfer and the golf courses.

“Other golf apps can charge the course to be on the app. With Who’s Your Caddy, not only does the course not pay a cent for the app, it can also make revenue from it with our revenue share program. We create partnerships with golf courses and users, no other golf app can say that,” said Timothy Lyon, CEO of the parent company of Who’s Your Caddy, Red Mat Media.

Secondly, Who’s Your Caddy serves up “Gimmes” to its golfers. Gimmes are free gifts from businesses in the golfer’s neighborhood, such as a gift certificate to a restaurant. Golfers will be alerted of their free Gimme via a text while they are using their WYC unit during 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. The golf courses offer a benefit to their players, and receive a portion of advertising revenues. And of course, the golfers win with the Gimmes while using the very best golf app on the market. And it is all free.”

Third, Caddy Tips give golfers details of each hole on the course through videos from the club professional. He will offer tips on how to play each hole during a short video, just as if a caddy were standing by the player’s side pointing out the strategies of the hole.

Who's Your Caddy also provides all the cutting-edge benefits expected from golf mobile apps, including GPS yardage capabilities – all at NO CHARGE.

Maybe the most important aspect of Who's Your Caddy for the courses that sign on is the unique advertising program. Via WYC sales reps, local businesses will buy advertising on the mobile app for a small annual fee. A portion of that fee goes into a bonus pool, which is divided among the participating courses based on usage at each facility.

There is no expense to the golf courses, yet they'll benefit greatly. They will engage their customers in a revolutionary new mobile golf application unique to their course, drive traffic to their courses, develop co-op relationships with neighborhood businesses, and make extra revenue.

To see a brief overview highlighting the unique features of Who's Your Caddy, simply click here to watch this short video: [http://youtu.be/O6\\_5p5hgLu4](http://youtu.be/O6_5p5hgLu4).

#### 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](http://www.whosyourcaddy.com) or [www.redmatmedia.com](http://www.redmatmedia.com).

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