



“WHO’S YOUR CADDY” LAUNCHES PRODUCT WEBSITE www.whosyourcaddy.com

MILFORD, CT (April 12, 2012)- Who’s Your Caddy, a free, cutting edge [golf mobile application](#), has launched their website, www.whosyourcaddy.com, where golfers, golf courses, and advertisers can all visit to learn how this revolutionary golf mobile app is a win-win-win for all of them.

“We are so thrilled to launch the website, to get word out about Who’s Your Caddy,” said President Suzanne Cahill-Manning. “Not only does the site detail the features of this unique app for the golfer, but it also exemplifies how golf courses and advertisers will benefit tremendously from a partnership. It truly is a first of its kind mobile app, and our website will show viewers how.”

For the golfer, the website highlights the app’s features that clearly set them apart from other golf GPS apps. Features such as Caddy Tips (complete with hole-by-hole video from the club professional offering tips and suggestions), Gimmes, (free gifts from neighborhood businesses), and possibly best of all, the app is FREE to download and FREE to use.

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 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.

The third piece of the puzzle, the advertisers, will also learn quickly how partnering with WYC is a no-brainer for them. With WYC’s innovative way to directly interact and deliver the advertisers message to a proven, powerful and influential buying group, local businesses will be enamored by the dynamic of this tremendous partnership.

A few clicks around this [website](#), and everyone will see how Who’s Your Caddy is revolutionizing the way golfers, golf courses, and local businesses all benefit by working together.

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=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 - 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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