



Who's Your Caddy Golf Mobile App Provides 'Ready-For-Success' Marketing Plan For Prospective Sales Representatives

MILFORD, CT (June 14, 2012) – The folks at Red Mat Media created more than a cutting-edge mobile golf app when they introduced the Who's Your Caddy golf app this Spring. They crafted along with it a near fool-proof marketing plan that pays dividends to the three participant groups who will help turn the key, unlocking the product's success: The golfers, the golf courses, and the neighborhood businesses who advertise with WYC.

It is easy to understand why sales professionals from all around the country are jumping at the opportunity to join the WYC sales force, one that will eventually grow to over 700 sales professionals.

“Who's Your Caddy provides a ready-for-success plan that is extremely attractive to bright sales representatives,” said Timothy Lyon, CEO of Who's Your Caddy. “For one, our app is the most unique and complete one on the market. Secondly, our marketing plan creates a platform of success for everyone involved, right from the start. And third, it is free.” The plan incorporates partnerships between golf courses and local businesses in their neighborhoods.

“Our marketing plan truly is the first of its kind in which to target niche merchants and local geographic areas,” said Laura Guthrie, National Sales Director for WYC. “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.”

When golfers use Who's Your Caddy on a course, keeps score, records club use, watches the CaddyTips videos, shaves a stroke or two off their score, and maybe even wins something out there on the course, they are more likely to play that course again. The course thus benefits through a stronger relationship with the golfer. The course also benefits through exposure for the course and its staff in the CaddyTips and master video training library, getting no-cost exposure to thousands of users in the local area, and throughout the USA.

Local 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 from Who's Your Caddy, awarded 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 the WYC app during their round of golf.

These Gimmes truly increase the likelihood that a golfer will visit the merchant's place of business, giving that advertiser the chance to create a customer for life.

Local businesses benefit from the potential exposure of several hundred thousand-screen views per course. A golfer using a standard GPS unit on a course looks at that unit an average of 216 times per round. And with the additional features offered in Who's Your Caddy, such as the video tips, the scorekeeping ability and historical course play statistical options, that number is even higher with Who's Your Caddy. A local course could have over 6.5 million page views in a single season. A local sales area consists of 20 to 40 courses. And a merchant's ad would be viewed on each and every course in their selected sales area ad placement. This provides incredible potential exposure for the local merchants, reaching the most sought-after audience, on every course in their local community, for about \$100 a month.

If you are interested in becoming a sales representative for WYC, visit us at <http://whosyourcaddy.com/submit>, or by calling 801-648-7701.

WYC is free of charge and can be downloaded from iTunes. It also is available for Androids on Google Play.

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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