



Mobile Golf App, Who's Your Caddy, already creating a buzz at participating golf courses

MILFORD, CT (July 12 2012) – Golf's most complete mobile app – Who's Your Caddy – has been on the market for only three months. But already it is creating quite the buzz.

“It has been extremely helpful to our players here,” said Brendan Kane, Assistant Manager at Rolling Greens Golf Club in Rocky Hill, CT. “We have a very difficult golf course and the Caddy Tips have given players a real advantage in how to play certain holes.”

The Caddy Tips feature is just one of many unique benefits provided by Who's Your Caddy, created by Red Mat Media. These are short tips produced by the club professional in text or video form offering advice on how to play each hole. It's just like having a caddy with you on the tee box.

“One of our holes has a 100-foot drop, and players are really confused about which club to play off the tee,” said Kane. “The Caddy Tips come in handy there, assisting the player on exactly which club to use.”

Another unique feature are Gimmes, gifts provided to the golfers by local businesses for simply using WYC. “A player just this week came into the pro shop after his round and told us he had won a discounted oil change,” said Kane. The Gimmes show up as text messages during the round of golf.

And golf courses, at no cost to them, will benefit from WYC's revenue-share plan within the Gimmes program.

Like most mobile golf apps, WYC offers a GPS yardage finder, and Kane says that Who's Your Caddy's GPS system is very accurate.

“I know for a fact that it has cut strokes off my game,” he said. “Our second hole, for instance, has a lake left of the green. Players can click and drag to the edge of the water to get an exact layup distance. And we have several doglegs, so the GPS gives exact distance to the corner of the doglegs. It really works well.”

There are many other unique features of the cutting edge Who’s Your Caddy app, which is available for free download on iTunes and 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. Facebook:

<http://www.facebook.com/pages/Whos-Your-Caddy-Golf-GPS-App/217040655026187>

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