

## **GIOVANNI'S PIZZERIA LOGO HERE**

### **Giovanni's Pizzeria and Who's Your Caddy Form Rewarding Partnership**

MILFORD, CT (**May 10, 2012**) – **Giovanni's Pizzeria** is proud to announce they have signed on to partner with Who's Your Caddy, the new, cutting edge [golf mobile application](#).

The dynamic sponsorship is a great fit for local businesses trying to reach existing and potential customers in a whole new way. 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 users' screens while they are on the course, awarding users for their app usage.

**Add quote from Giovanni's Pizzeria here.**

"Savvy marketers, like **Giovanni's Pizzeria**, 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.

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

OR

"The Gimmes really separate Who's Your Caddy from out competition," said President Suzanne Cahill-Manning. "It's a win-win-win program. Our advertisers gain exposure and direct access to potential new customers. We really increase the likelihood that a golfer will show up at the merchant's place of business, where they will have a chance to turn them into a customer for life. And of course, the golfers win with the Gimmes while using the very best golf app on the market. And it is all free."

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.

**ABOUT GIOVANNI'S PIZZERIA**

**Fill in company info here.**

## 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).

## **EDITOR'S CONTACT:**

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