



FOR IMMEDIATE RELEASE

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Laser Rangefinders are the Overwhelming Choice of Players at the Wisconsin State Amateur Championship

MADISON, WI – At the recently held Wisconsin State Amateur Championship, Laser Link Golf surveyed each of the players to learn more about electronic measuring device (EMD) usage. The results showed that the overwhelming choice of the tournament participants was laser rangefinders. The results came in as follows:

Of the 180 participants, a total of 148 used an EMD while 32 others relied on course markings for their measurements. Of the 148 participants that used an EMD, a whopping 143 used a laser rangefinder, while only 5 used a portable GPS. In percentage terms, this works out to:

- 79.4% of participants used a laser rangefinder
- 17.8% of participants used course markings
- 2.8% of participants used handheld GPS

“When accuracy and precision matter, laser is the only choice,” said Rob O’Loughlin, president of Laser Link Golf. “96% of the players that used an EMD chose a laser rangefinder. It’s truly an overwhelming result.”

O’Loughlin went on to add, “The best part about laser rangefinders is that they are so simple to use, any player, regardless of skill level, can benefit from them. They truly are the fastest, simplest, and most accurate way to measure distance.”

The Wisconsin State Amateur Championship was held at Maple Bluff Country Club in Madison, WI. The club does not have GPS on the golf cars, and it is installed with the Laser Link Distance System.

About Laser Link Golf

Laser Link Golf is the producer of the Laser Link Distance System, the revolutionary distance measurement system designed specifically for golf. The laser-based system utilizes two components – a handheld laser rangefinder and a flagstick-based reflector – to determine the exact distance to the flagstick. Laser Link Golf products include the popular **QuickShot™** rangefinder, the **Red Hot** rangefinder, the **SmartStick™** reflector system, and the **Smarty™** flagstick reflector. The System is designed to speed up play and add enjoyment to the game. It is in use at more than 2,900 private clubs around the country, and several more daily fee courses. New this year is the **CartLink System** – the affordable cart-mounted GPS alternative that golf courses can install without breaking the budget. Laser Link Golf is based in Madison, WI, and is owned and operated by many of the same individuals that started SoftSpikes®. They are involved in Laser Link Golf for the same reason they got involved in SoftSpikes® – both are good for the game!

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