



FOR IMMEDIATE RELEASE

September 20, 2011

Laser Rangefinders Are The Distance Measurement Choice At The Southern California PGA's Pro-Assistant Championship

MADISON, WI – The results are in, and laser rangefinders have further solidified their position as the distance measurement choice of tournament golfers. This time, participants in the Southern California PGA Pro-Assistant Championship were surveyed, and the results mirrored what was previously learned from surveys conducted at the Wisconsin State Open and Wisconsin State Amateur championships. Prior to the event, ninety-three players were asked the following questions in an effort to learn about preference as it relates to electronic measuring devices (EMD):

- Are you using an electronic measuring device during the event?
- What type – laser rangefinder or GPS?

The results showed that the overwhelming choice of the surveyed tournament participants was laser rangefinders. Of the 93 participants questioned, a total of 77 used an EMD while 16 others relied on course markings for their measurements. Of the 77 surveyed participants that used an EMD, a whopping 75 used a laser rangefinder, while only 2 used a portable GPS. In percentage terms, this works out to (percents have been rounded to the nearest whole percentage):

81% of participants used a laser rangefinder
17% of participants used course markings
2% of participants used handheld GPS

“The results are not surprising to us, as they are almost identical to other survey results,” said Rob O’Loughlin, president of Laser Link Golf. “The most telling statistic to me is the number of players who choose to use no EMD at all rather than use a GPS unit. It appears the distance measurement hierarchy goes laser rangefinders first, course markings second, GPS third.”

The Southern California PGA Pro-Assistant Championship was held at Mission Hills Country Club and the Mission Hills Resort in Rancho Mirage, CA.

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!

www.laserlinkgolf.com

Contact Information:

Dan Steiner
Laser Link Golf
4027 Owl Creek Drive, Madison, WI 53718
(608) 838-3100
(866) 909-4653
(608) 838-3304 (Fax)
www.laserlinkgolf.com
info@laserlinkgolf.com