



HIGH DEFINITION GOLF

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EDWIN WATTS SELECTS HIGH DEFINITION GOLF™ FOR IN-STORE USE
Retailer using new technology simulators in several states - additional installs planned

ONTARIO, Canada – Edwin Watts Golf, the largest privately-held retail golf operation in the world, has selected the High Definition Golf™ simulator for their club-fitting, testing and teaching applications. High Definition Golf simulators have been installed in several Edwin Watts' Florida, Tennessee and Texas stores. Installations are planned to continue at additional locations throughout 2008.

“One of our core values is providing the best customer service available,” said Jerry Gibson, Director of Retail Development for Edwin Watts Golf. “To give our customers the best service, we need to have the best technology and it needs to be reliable. This system provides accurate measurements of club motion and ball launch allowing our club-fitters and teachers to excel at their jobs like never before.”

All High Definition Golf systems include the most complete, and completely accurate, club and ball tracking system available. Utilizing proprietary IST High Speed Spectrum Sensor technology™, High Definition Golf sets a new standard for industry excellence in accuracy and realism. The system captures precise measurements of all critical club motion and ball launch data and displays the resulting ball flight in true high definition.

The High Definition Golf tracking system measures all aspects of both club and ball motion at high resolution. This technology is unique to the industry and superior to other methods in use that require extensive estimations of club or ball launch data. The technology that drives High Definition Golf was originally developed for automated quality control in high-tech manufacturing facilities where tolerances are only one ten-thousandth of an inch. High Definition Golf systems track, measure and project club path and face angle, as well as ball launch variables to one tenth of a degree.

“We selected High Definition Golf not only as an accurate club-fitting and versatile teaching tool, but also because the system is so user friendly and effective. The club comparison mode allows our customers to immediately see the extra yardage, accuracy and consistency they gain with properly fitted new equipment. Everyone is benefiting; our customers are satisfied, our fitters are saving time and store sales are increasing,” said Gibson.

“Our LoyalTee Rewards program was created as an added value for our customers. We now offer them a realistic golf experience in our stores. In addition to closest-to-the pin and long drive contests, we plan to host a complete schedule of tournaments and we're really excited about the Internet feature which allows live golf competition between customers in various stores,” said Edwin Watts, Founder. “High Definition Golf is a great tool for our club-fitters and teachers, but for our enthusiastic customers – its amazing golf – indoors!”

Interactive Sports Technologies is based in Ontario, Canada. The company's proprietary technology makes its High Definition Golf™ system the most versatile, most accurate, and most realistic simulator available. High Definition Golf units are used at golf facilities, resorts, retail locations, sports bars and homes. For more information, visit www.HighDefinitionGolf.com.

Headquartered in Fort Walton Beach, FL, Edwin Watts Golf is one of the world's leading golf retail organizations. Founded in 1968 by brothers Edwin and Ronnie Watts as a small pro shop at the municipal golf course in Ft. Walton Beach, today there are 66 Edwin Watts Golf stores across the southern and southeastern United States. For more information on Edwin Watts Golf visit www.edwinwattsgolf.com.

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