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PRESS RELEASE

POWAKADDY - THE NO.1 CHOICE FOR CLUB CHAMPIONS

PowaKaddy is the leading choice amongst UK golf club champions, as it dominates the powered trolley count with category one golfers at nationwide qualifying events

PowaKaddy, the #1 name in powered carts, eclipsed the competition in the 2008 HSBC Golf World Champion of Champions tournament, with the best club golfers opting for the market leading brand. Across the 11 qualifying events held throughout the UK, where over 500 club champions were competing for a place in the final at Turnberry, PowaKaddy accounted for an impressive 70% of those competitors who used an electric trolley.

These impressive figures underline the credentials of the world's best selling electric trolley, the PowaKaddy Freeway, as the overwhelming product choice amongst younger better players. The average age of the Club Champions was just 28 and average handicap was 3.3.

Simon Homer, PowaKaddy's Sales Director commented: "We are delighted that PowaKaddy was the preferred choice of so many of the UK's club champions. To have so many accomplished golfers trusting our product clearly shows that golfers who are serious about their game prefer PowaKaddy and is testament to the quality and performance of the Freeway."

In line with the double digit growth in electric trolley usage over the last few years, the fact that more than half the entrants (55%) across the qualifying events used an electric trolley represents a huge shift in usage compared to 5-6 years ago where the number of players using electric trolleys in the Champion of Champions event was nearer 20%. As the market continues to grow and the 'seniors only' image is well and truly a thing of the past, PowaKaddy continues to lead the way.

Further information is available from David Silvers at the Professional Sports Group on 01276 858930 (e-mail david@profsports.com).