



POWAKADDY TO SUPPORT ENGLAND SQUAD THROUGH OFFICIAL EGU PARTNERSHIP

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Market leading electric trolley company signs two year agreement with EGU and supplies specially commissioned 'England' electric trolleys to the England Squad .

PowaKaddy, the #1 name in powered carts, has become an Official Supplier to the English Golf Union (EGU). The agreement, which commenced on April 1st 2010 for two years, will see PowaKaddy initially provide product support as well as health and fitness expertise to the England Squad.

To mark the start of PowaKaddy's official EGU Supplier status, the England Squad were presented with limited edition Freeway II Lithium trolleys in the striking all white England team colour emblazoned with the EGU English Rose logo. The award winning Freeway II Lithium features a state-of-the-art Lithium battery which is less than a quarter of the weight of a standard battery. The England Squad includes a whole host of talented young players who are being tipped for stardom in the professional game, including Walker Cup players Stiggy Hodgson, Tommy Fleetwood, Chris Paisley and Matt Haines.

As the clear market leaders in the electric trolley market, PowaKaddy enjoys a very loyal following amongst young, category one golfers thanks to the product's slim-line compact design and stylish sporty appearance and this new partnership is sure to enhance that positioning. PowaKaddy's Chief Executive Terry Hale is delighted to be developing a closer relationship with the EGU. "We know that many leading amateurs, who either aspire to play on tour or want to reach the top of the amateur game, are strong advocates of PowaKaddy. We are therefore delighted to be able to officially play our part in the career development of the England Squad"

Peter Mattsson, the EGU's Director of Coaching welcomes the addition of PowaKaddy as EGU partners. "The benefits of a PowaKaddy compared to carrying or pulling a trolley in terms of energy conservation and injury prevention are very clear. I am extremely pleased that our players can take advantage of our new relationship with PowaKaddy which will enable them to focus their energy on improving their game".

As part of the agreement PowaKaddy will also be supplementing the EGU's health and fitness education programme with a seminar for the England Squad with Dr Antoni Jakubowski, a leading Harley St. Chiropractor. Dr Jakubowski, who treats many of the world's best golfers including Retief Goosen and Justin Rose, is a strong advocate of PowaKaddy use to prevent unnecessary strain on the back and shoulders.

PowaKaddy continues to drive the market when it comes to electric trolley design, quality and performance. The new alliance with the EGU will further strengthen PowaKaddy's position as the pioneers of the electric trolley market.