

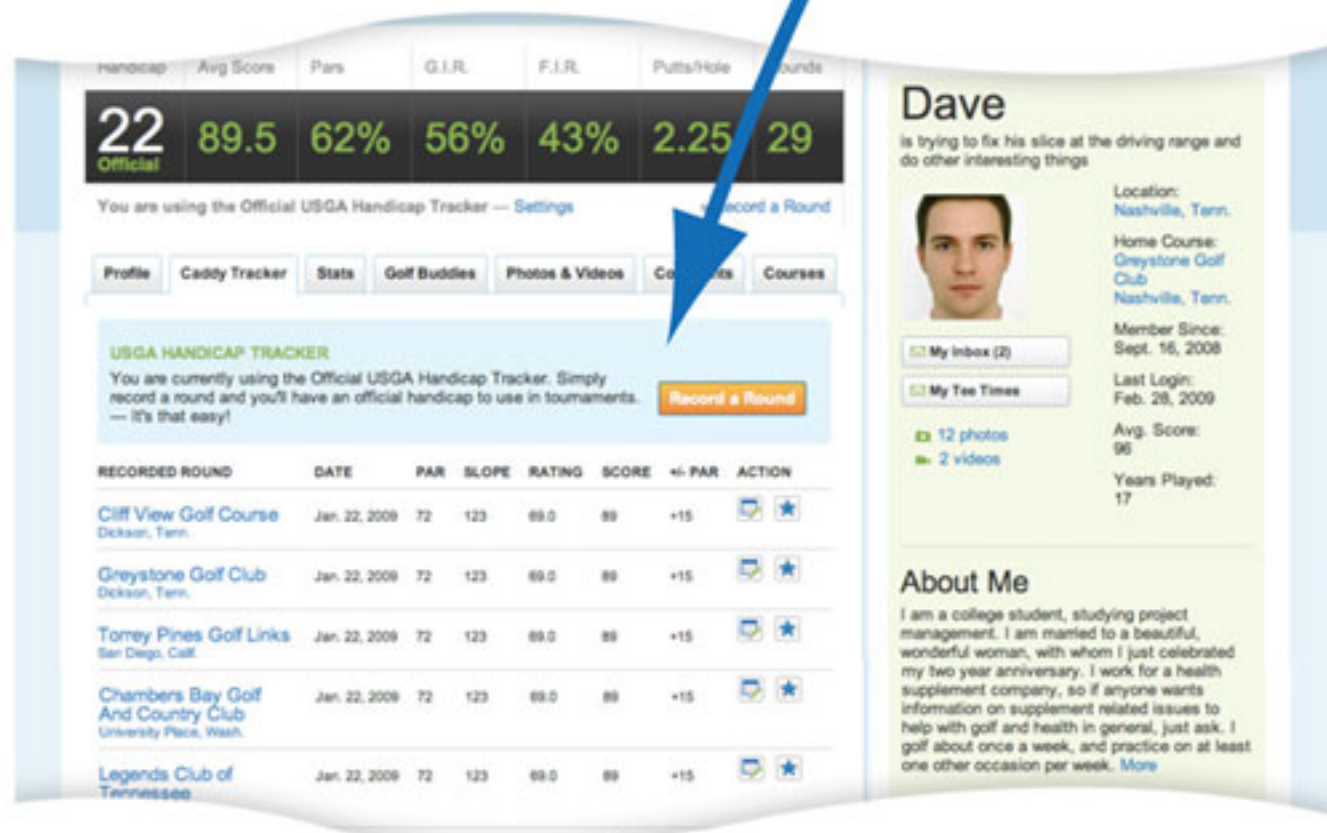


Free for every golfer!

Golfbert.com combines powerful social networking and mobile technology to bring personal golf analytics to the masses, and *we're doing it all for free*. Our ground-breaking, free mobile app, CaddyTracker, tracks users' play in order to provide advanced personal analytics never before available to the masses. CaddyTracker also serves as a personal caddy, using personal play history to offer club recommendations and tips in real time on the course.

All of the data from CaddyTracker is integrated into our social network at Golfbert.com. Our social features reach all the way down to the hole-by-hole level, creating tens of thousands of pages of rich user interaction and content. Golfers across the nation will share and compare their analytics in this competitive and fun learning environment. Golfbert.com truly improves the way golfers of all skill levels learn, prepare, and play the game, and it is all free for the end user.

Join us as we become the hottest new thing in golf!



A Caddy in the Palm of Your Hand

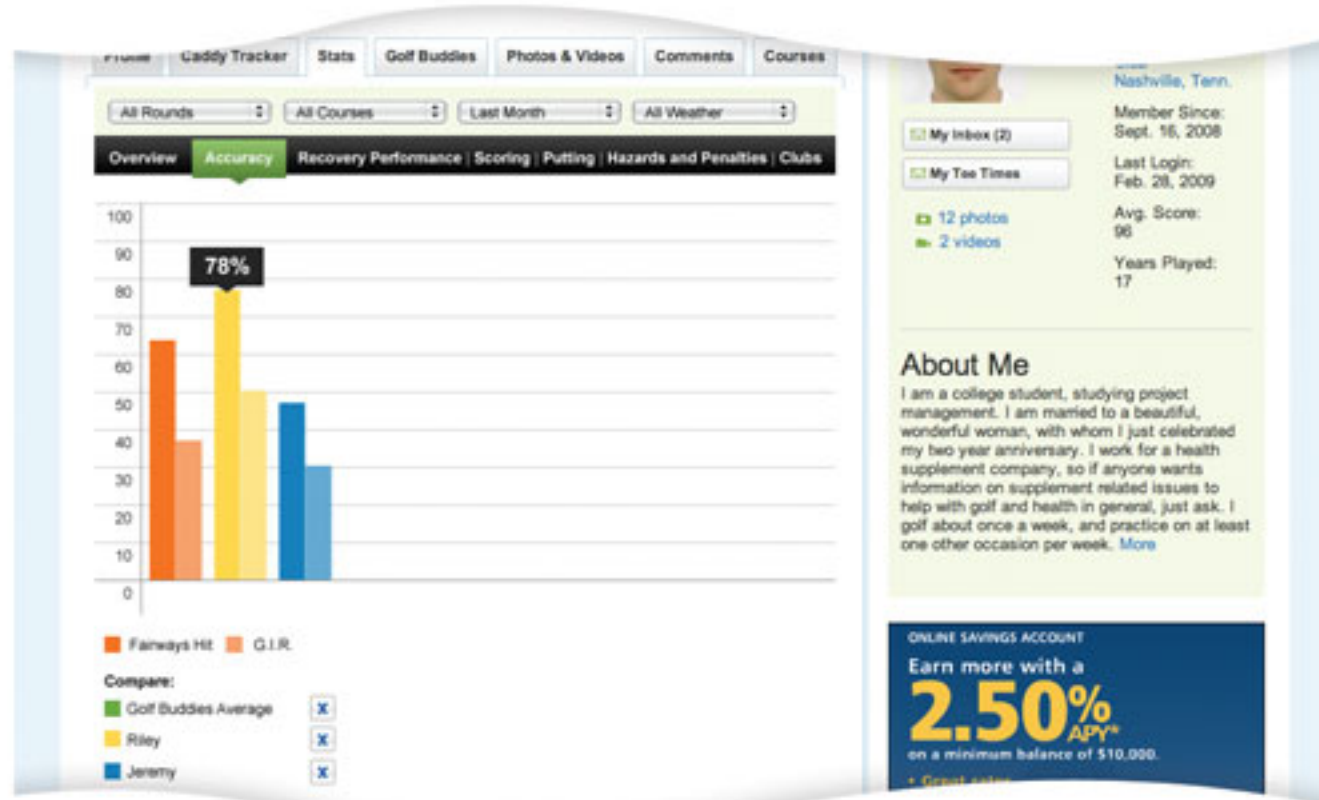
Golfbert's CaddyTracker analyzes your shot history to provide real time recommendations before every swing



Automatic stat tracking, scorecards, hole-by-hole interactive golf course maps, discount tee times, and more... **all for Free!**

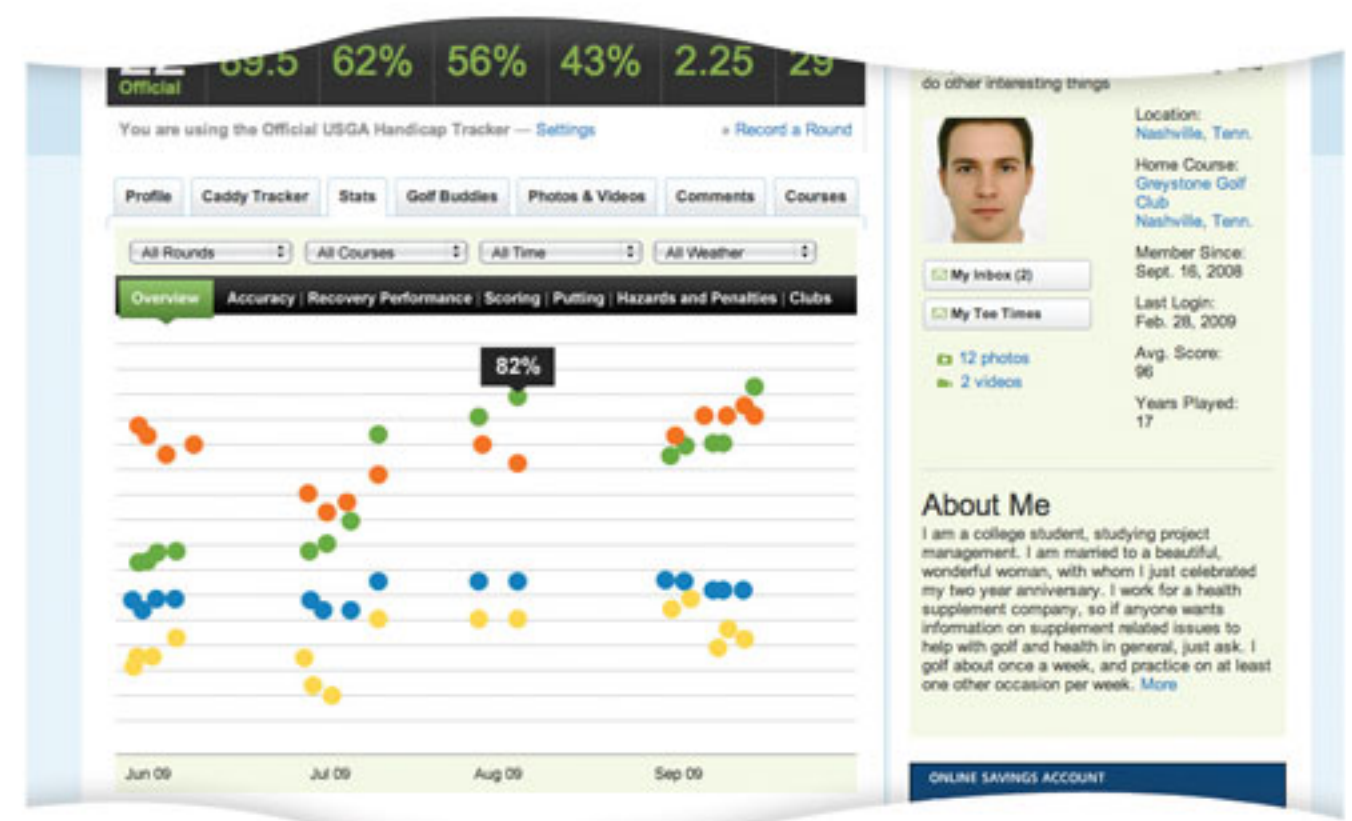
Unique Statistics

Golbert.com is leveraging the power of the golf community to collect ground breaking statistics, which are analyzed and returned to the end user in personalized recommendations.



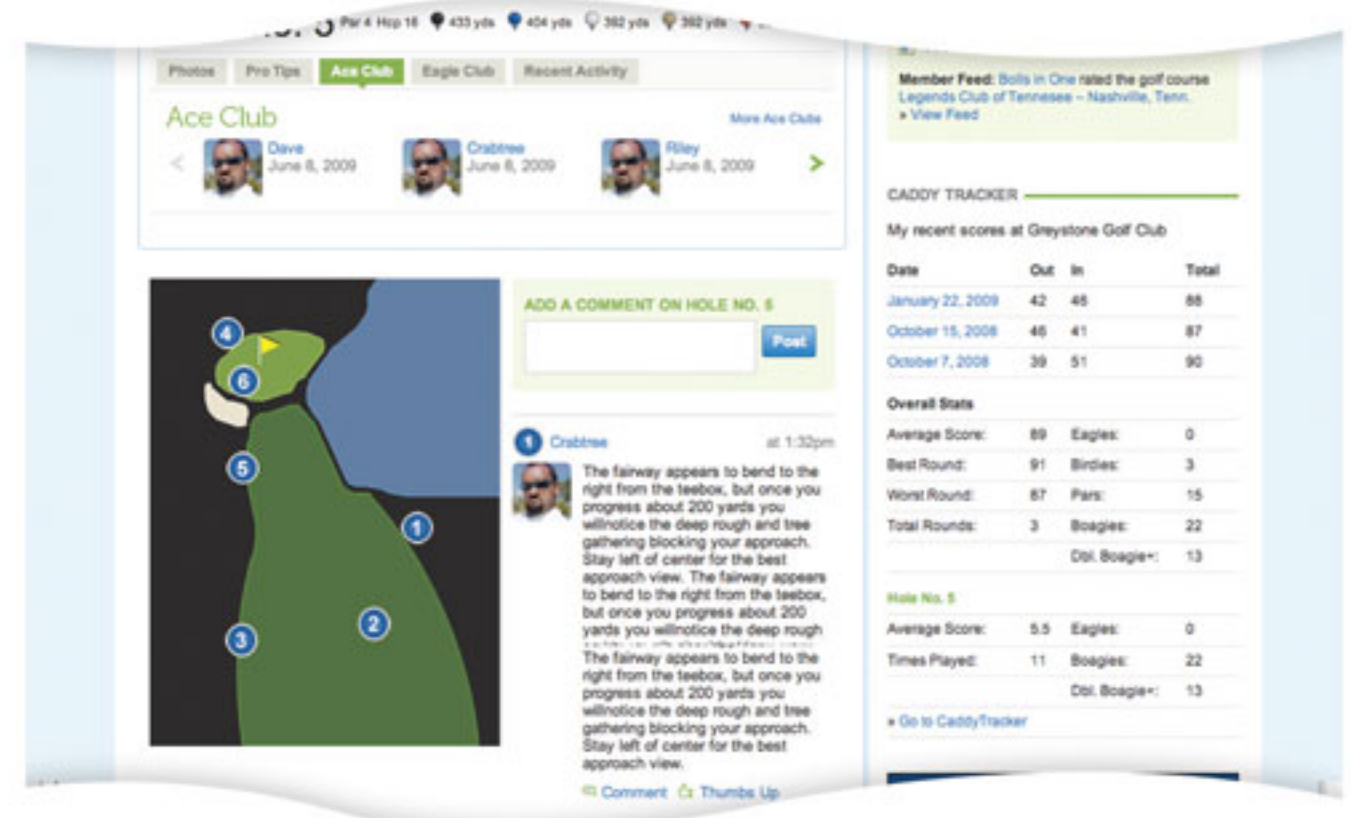
Be Prepared

Before you go play any course, especially new ones, log on to Golbert.com to view our detailed hole-by-hole maps, complete with pro tips, member comments, and average statistics.



Compare Stats

After viewing your stats compare yourself to your Golbert.com Buddies, Golbert Consensus Stats, golfers with similar handicaps, top golfers, worst golfers, Golfers within the state and more.



Post Videos, Pictures and Comments in Real Time

Take a video of your buddy sinking a 20 foot putt and one-click upload it directly to that hole's video page on Golbert.com.

It's all Free!

We are strong believers in the power of free. By eliminating all barriers to entry our products will reach an incredible adaptation rate throughout the golfing community.

For more information, please contact Jeremy at (615) 504-5661 or email advertising@golbert.com

Demographics

A Changing Industry

There's no arguing that new technologies in golf have incredibly impacted all of our games. Advancements such as ball dimple patterns, titanium heads, and GPS devices have made all of us better golfers. At Golfbert.com, we plan to trump the impact of all the items on this list by providing golfers personalized analysis and recommendations at an intensity no one could have imagined just a few short years ago.

Our free mobile apps allow golfers to easily collect a multitude of stats on their game. Data from all golfers is fed into our social networking site at Golfbert.com. Our users can view their historical stats and receive detailed analysis of their game and share and compare their stats with other members. Golfbert's system analyzes data at both the individual and community level to produce personalized recommendations for golfers of all skill levels. Golfbert.com will offer advanced advice on practice, training, play, equipment, and more based on a cross-analysis of skill level, age, strength, geographic area, weather, history of play and more.

In this day and age improving your game just by using impersonal magazine articles, biased equipment reviews, or your buddy's advice simply isn't doing enough. Let us help you take your game to a whole new level. Join the Golfbert.com revolution and get statistics, analysis, and recommendations tailored specifically to YOU.

Golfers in the U.S.

Most Core Golfers are online/on e-mail every day (88% using it several times per day)

Almost all Core golfers are engaging in golf-related activities online, regardless of their age.

83% of Core golfers go online just for fun or to pass the time.

74% of Core golfers researched golf equipment within the past 12 months.

61% of Core golfers arranged a tee time online within the past 12 months.

42% of Core golfers used the internet to stay in touch with golfing friends.

92% of Core golfers have a cell phone and/or a PDA

One Third of adult Core golfers have visited or used a golf-related Social Networking Service.

2.1 million adult Core Golfers participate in online fantasy golf. (2nd to only football among Core golfers)

*Information according to a Golfer Technology Survey fielded by the National Golf Foundation in March 2009 including a nationally representative sample of adult Core golfers (those playing eight or more rounds per year):

Social Media a Necessary Tool

Years to Reach 50 millions Users: Radio (38 Years), TV (13 Years), Internet (4 Years), iPod (3 Years)

Facebook added 100 million users in less than 9 months.

iPhone applications hit 1 billion in 9 months.

**Source: First Stats: United Nations Cyberschoolbus Document; Facebook Stat: Mashable; iPhone Stat: Apple

“ There is a social media opportunity for the golf industry because, at present, most of a golfer's conversations are taking place in the real world, at courses, clubhouses, etc., not in the virtual world. Social media should be embedded in all golf-based outreach. ”

Jon Hickey

Fall 2009 NGF Golf Industry Report

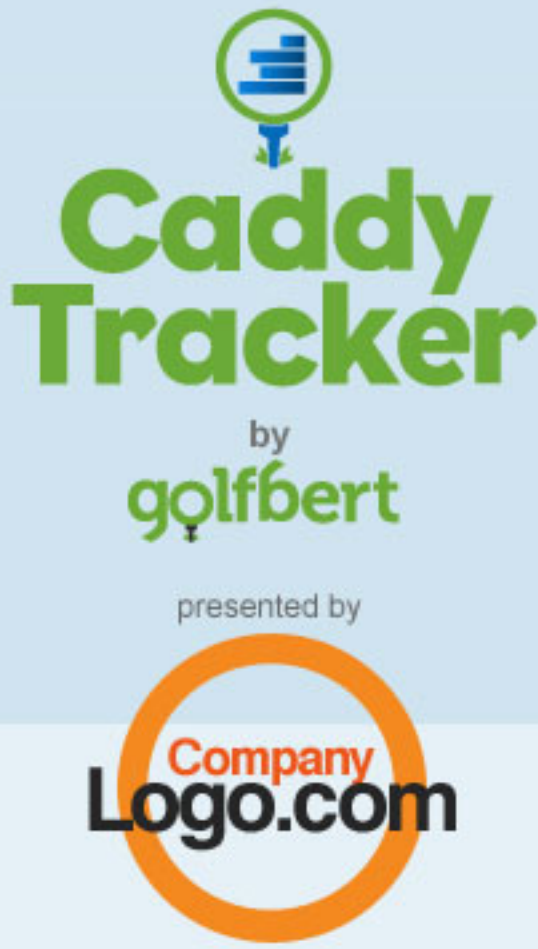
“ Customers are your brand managers now. Community is more powerful than marketing. If we impress our customers, they will express themselves through social media, and we should be listening to what they're saying. ”

Dan Neely


Fall 2009 NGF Golf Industry Report




Automatic stat tracking, scorecards, hole-by-hole interactive golf course maps, discount tee times, and more... [all for Free!](#)




Sign Up for a Chance to Win a Golf Trip for 4 to Hilton Head!





Airfare for 4 from continental U.S. to Hilton Head





4 nights hotel accomodations for 4 at the Palmetto Dunes Resort





Greens fees for 3 rounds for 4 golfers in Hilton Head

4 nights accommodation at the Palmetto Dunes Resort in Hilton Head, SC

Airfare for 4 from the continental U.S.

Car rental for trip duration


Golf round at Palmetto Dunes - Jones (Green Fee incl. Cart). - 4some

Golf round at Palmetto Dunes - Hills (Green Fee incl. Cart). - 4some

Golf round at Palmetto Dunes - Fazio (Green Fee incl. Cart). - 4some

Bonus! Golf clinic session for you and each of your 3 guests

Palmetto Dunes - Jones Course



How to enter:

Simply find your favorite course or hole and "map" it using our very easy process. You will receive contest entries for each hole you map. The more you map the better your chances of winning one of our weekly prizes or our grand prize: **a Golf Trip for 4 to Hilton Head!**

[Sign Up Now](#)

[Contest Rules](#)

\$100 Weekly Giveaways!

In addition to the Hilton Head Golf Trip Grand Prize, all your points for each week are also entered into a weekly \$100 Gift Card giveaway! **So keep mapping and increase your chances of winning every week!**

Referral Program!

Refer a friend and receive a bonus of 50% of the number of entries they earn.

Last Winner: Crazy John, Week's points: **231**, Total Grand Prize points: **1,432**

What is Golfbert?

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Top Mappers

This Week Overall	Pts.
Duke	231
Davey Boy	202
Golfer Man 2000	199
Gilda Grapes	185
Captain Slice	143
Gravy Train	142
All Greens	142
Harry Hook	123
SandTrap Newman	111
Golfin Gary	109

Latest Maps

Golf Course	Hole
Circling Raven	11
Newcastle Golf Club	5
Greystone Golf Club	4
Pebble Beach Golf Club	16
Village Greens Golf Course	18
River Ridge Golf Course	1
Los Verdes Golf Club	2
Malibu Country Club	3
Pebble Brook Golf Course	5
Legends Club of Tennessee	13

Forrest Crossing Golf Club 750 Riverview Dr Franklin, Tennessee 37064-5515

[Edit Course Info](#) | [Find a New Course](#)

☒ Championship ☐ Pro ☐ Men's ☐ Women's

[Add/Edit Tee Boxes](#)

OUT									IN								
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18

Elements for Hole No. 1

Green
Fairway
Water
Sand
Woods
Stone

Green
[Edit](#)
[X](#)

[Add a Green Element](#)

Tee Boxes

Once you've created a green and any other hole elements (fairways, sand and water hazards, etc.), place markers on the map to denote tee boxes. We will auto-calculate the yardage based on where you placed a green for the hole.

Black
Blue
White
Red

☒ **Championship**
[X](#)

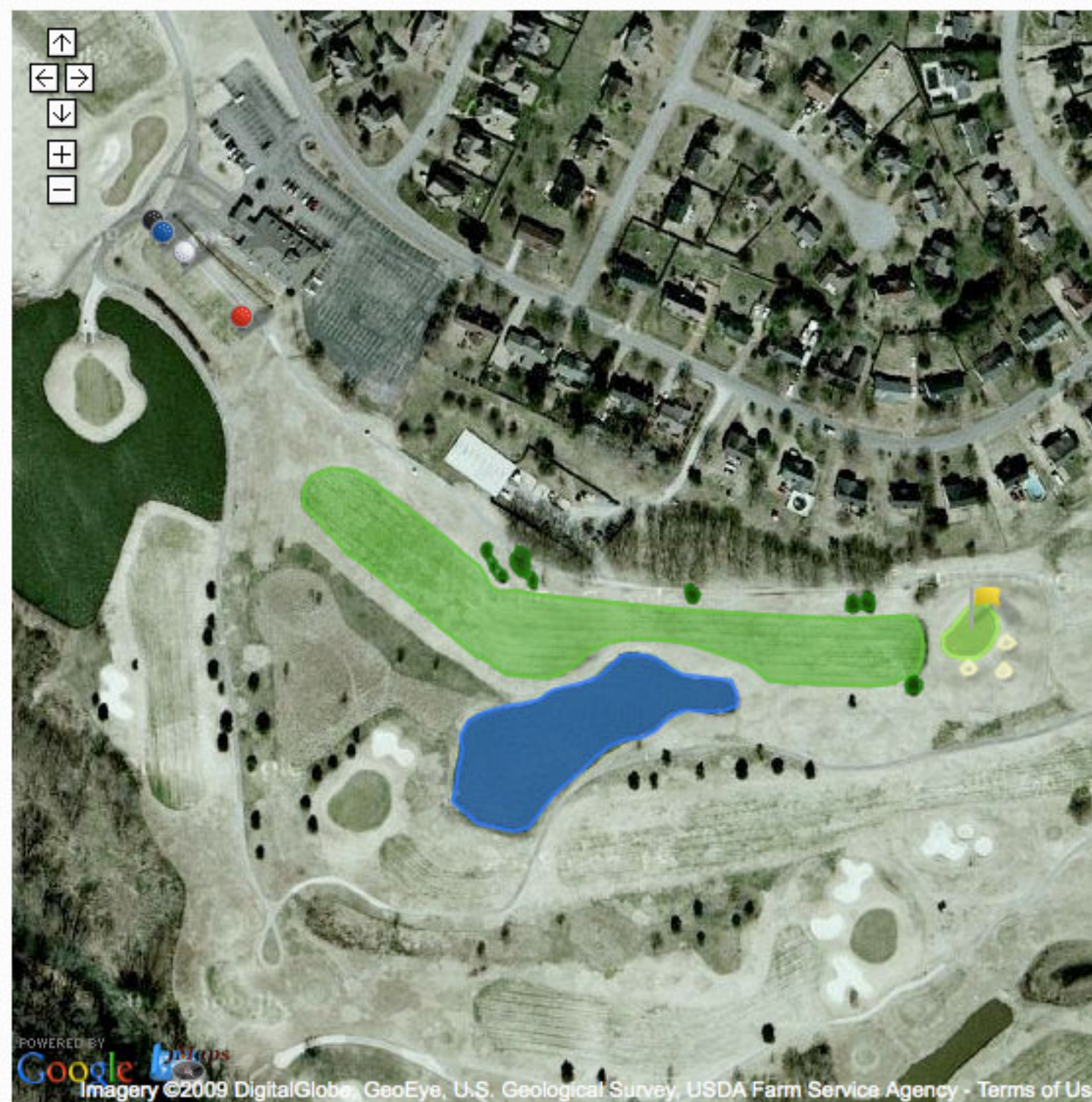
Par:

Distance: yds.

Handicap:

[Add/Edit Tee Boxes](#)

[Start mapping...](#)



☒ Position map by geopoints ☐ Position map by address

[Save Hole Info](#)



Explore Golf Courses

Learn before you play with comments, ratings and hole-by-hole interactive maps



Book Tee Times

Find discount tee times for all your favorite courses and book them easily right here



Auto-Analyze Stats

Analyze all your golf statistics automatically with CaddyTracker. Simply play golf and we record everything for you on-the-fly

Within: miles of:



From: To:

[Sign Up Now](#)

Free for every golfer!

Maps of every hole

Research courses with interactive maps of every hole on your favorite course » [Explore](#)

Track your handicap

Use Golfbert's handicap tracker or sign up for an official USGA handicap, all for Free!* » [Sign up](#)

Detailed Stats

Analyze your game with historical stats charts from round scores to specific club data » [Sign Up](#)

Compare your game

Measure your game and stats against your Golf Buddies, even invite them to a tee time » [Sign Up](#)

HOT TEE TIMES

presented by Retail
Logo.com

This Week's Hot Tee Times

[Greystone Golf Club](#) Dickson, Tenn.
[Chambers Bay Golf Links](#) University Place, Wash.
[Pebble Beach Golf Links](#) Monterey, Calif.
[Bandon Dunes](#) Bandon, Ore.
[Newcastle Golf Club: China Creek Course](#)
Newcastle, Wash.
[Legends Club of Tennessee](#) Franklin, Tenn.
[Malibu Country Club](#) Malibu, Calif.
[Jefferson Golf Course](#) Seattle, Wash.
[Hawktree Golf Course](#) Bismarck, N.D.

» [View All](#)



Win \$100 Gift Certificate!

Book a tee time for any of this week's **Hot Tee Time** courses, play your round, and you could win a \$100 Gift Certificate to **RetailLogo.com**. It's that easy!

Receive an entry for each tee time booked.

The more you play, the more you can win!

[Book a Tee Time](#)

Latest Winners [View All](#)



Aug 28, 2009

Justin N

Dickson, Tenn.



Aug 21, 2009

Dean Naka

Santa Monica, Calif..



Aug 14, 2009

Davey Jones

Albuquerque, N.M.



Aug 7, 2009

Golfin' Shelley

New York, N.Y.

Search Tee Times

State:

Any

Golf Course:

Enter Course Name

Players

Any

1

2

3

4

Savings

Any

25%

35%

45%

55%

Time

Any

Morning

Afternoon

From:

6/5/2009

To:

6/8/2009

Find Discount Tee Times

HOT TEE TIMES

presented by



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Add a course to your [Favorite Courses](#) page, and we'll email you whenever your course is coming up as a **Hot Tee Time**.

Aug 29 - Sep 4

Sep 5 - Sep 11

Sep 12 - Sep 18

Sep 19 - Sep 25

HOT TEE TIME!

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[View All](#)



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Aug 21, 2009



[Davey Jones](#) Albuquerque, N.M.

Aug 14, 2009



[Golfin' Shelley](#) New York, N.Y.

Aug 7, 2009

Bookmark

Share

Feedback

Report

Not a Member?

Email Address:

Password:

Need help signing in?

Sign Up

Why Join?

Easily track your scores and stats



BLOGS

Ball Skills

Posted: Mar 26, 2008 – 12:36 PM PST

Has anyone seen the ad for Gillette's "Search for the Next Phenom"? Basically, they're asking for submissions of people doing amazing things with a ball, whether it is golf, tennis, basketball, football, soccer, whatever...

[Read More](#) | [Add a Comment](#) | [More Blogs](#)

ONLINE SAVINGS ACCOUNT

Earn more with a

2.50%

APY*

on a minimum balance of \$10,000.

- Great rates
- No fees
- FDIC insured

We'll keep your savings on the fast track.



Get Started

MEMBER FDIC



BOOK A TEE TIME

State:

Select

Course Name:

Players

Any

1

2

3

4

From:

6/5/2009

To:

6/8/2009

Find Tee Times

The CaddyTracker
iPhone app
by Golfbert

Automatic Stats



POLL

Should Tiger Woods have a more active roll in politics?

- Yes
- No

Vote

[View results without voting](#) | [More Polls](#)



Become a Fan



Follow Us

Featured Course

Greystone Golf Club

★★★★☆
4.0 from 85 users [Rate it](#)

[Record a Round](#) | [Recommend this Course](#) | [Add to: Played Courses](#) | [Favorites](#) | [Wishlist](#)

- Course Profile
- Info
- Ratings
- Hole-by-Hole
- Book Tee Time
- Comments

Players

☒ Any
☐ 1
☐ 2
☐ 3
☐ 4

Savings

☒ Any
☐ 25%
☐ 35%
☐ 45%
☐ 55%

Time

☒ Any
☐ Morning
☐ Afternoon

From:

6/5/2009

To:

6/8/2009

Find Discount Tee Times

HOT TEE TIMES presented by Retail Logo.com

Win \$100 Gift Certificate!

Book a tee time for this course for play from **June 1 - June 8**, and you could win a \$100 Gift Certificate to **RetailLogo.com**. It's that easy!

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- Aug 29 - Sep 4
- Sep 5 - Sep 11
- Sep 12 - Sep 18
- Sep 19 - Sep 25

FRIDAY, JUNE 5, 2009 HOT TEE TIME!

11:20am Sat., Feb 14 \$26.00/player 1 to 4 players You save 37% 	11:35am Sat., Feb 14 \$26.00/player 1 to 4 players You save 37% 	1:10pm Sat., Feb 14 \$26.00/player 1 to 4 players You save 37% 	1:10pm Sat., Feb 14 \$26.00/player 1 to 4 players You save 37%
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SATURDAY, JUNE 6, 2009 HOT TEE TIME!

11:20am Sat., Feb 14 \$26.00/player 1 to 4 players You save 37% 	11:35am Sat., Feb 14 \$26.00/player 1 to 4 players You save 37% 	1:10pm Sat., Feb 14 \$26.00/player 1 to 4 players You save 37% 	1:10pm Sat., Feb 14 \$26.00/player 1 to 4 players You save 37%
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SUNDAY, JUNE 6, 2009 HOT TEE TIME!

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- Bookmark
- Share
- Feedback
- Report



Dave

is trying to fix his slice at the driving range and do other interesting things

- Profile
- Golf Buddies
- Inbox
- Caddy Tracker
- Account

- 2 new messages
- 3 new GolfBuddy requests
- 1 new tee time request

Member Feed: Bolts in One rated the golf course Legends Club of Tennessee – Nashville, Tenn. » [View Feed](#)

CADDY TRACKER

My recent scores at Greystone Golf Club

Date	Out	In	Total
January 22, 2009	42	46	88
October 15, 2008	46	41	87
October 7, 2008	39	51	90

Overall Stats

Average Score:	89	Eagles:	0
Best Round:	91	Birdies:	3
Worst Round:	87	Pars:	15
Total Rounds:	3	Boagles:	22
		Dbl. Boagie+:	13

» [Go to CaddyTracker](#)

ONLINE SAVINGS ACCOUNT

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2.50%
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[More Tee Times](#)

The CaddyTracker iPhone app by Golfbert

Automatic Stats

WEATHER

Dickson, Tenn.

Today Mostly sunny. Highs in the mid 50s. South winds 5 to 10 mph.
Tomorrow Mostly sunny. Highs in the mid 50s. South winds 5 to 10 mph.
Friday Mostly sunny. Highs in the mid 50s. South winds 5 to 10 mph.
Saturday Mostly sunny. Highs in the mid 50s. South winds 5 to 10 mph.

» [More Forecasts](#)

NEARBY GOLF COURSES

- Dickson Country Club**
Dickson, Tenn.
Private Equity, 18 holes 5.1 miles from center of Dickson [Map](#)
- Montgomery Bell State Park**
Dickson, Tenn.
Municipal, 18 holes 2.1 miles from center of Dickson [Map](#)
- Cliff View Golf Course**
Dickson, Tenn.
Private Equity, 18 holes 5.1 miles from center of Dickson [Map](#)
- » [All Nearby Courses on Map](#)



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