



USA PRESS RELEASE: Prazza® Golf Ball Finder Takes Flight
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PRAZZA® Golf Ball Finder Takes Flight **Incredible new microchip ball-finder takes to the skies with KLM Airlines**

Prazza®, today's most innovative golf ball finding system has gone global, appointing key retail partners in America and Japan to sit alongside its European outlets. But up until now, golfers in Japan and the USA have only been able to purchase the phenomenal Prazza® RFID technology through the retail websites www.par72.co.jp and www.intheholegolf.com.

Recently, John Van Driel, the Man behind Prazza®, has negotiated a global product launch with KLM Airlines. Starting in September, the Prazza® Golf Ball Finder will be available for a limited time as a business class exclusive on all KLM flights worldwide.

Since launching last year, UK sales of the revolutionary Prazza® Golf Ball Finder and trackable micro-chipped Prazza® Golf Balls have increased more than 300%.

In reaction to the international sales agreements, "We've been delighted by UK and European sales and now we have a firm footing in two of the largest golf markets in the world; the USA and Japan. Wherever we take the products, the reaction to Prazza® is sensational. Golfers love our ball finding technology – it's fast, reliable and helps make the game more enjoyable.", Netherlands-based Prazza® president Jan de Waard.

The hand-held Prazza® Golf Ball Finder, which is roughly the same size as a smart phone, uses active Radio-Frequency Identification (RFID) to track the ball and has the amazing ability to locate the Prazza® Golf Ball from a distance of up to 110 Yards (100 m) away, even in the thickest rough and in water up to eight inches deep! This is the first of its kind, surpassing the detection distances of other devices by over 40%.

The Prazza® Golf Ball is assembled by one of the top golf ball manufacturers of the world and comes equipped with an RFID chip embedded in the inner core. The micro-chip in the Prazza® Golf Ball is activated when the golfer hits a shot and the handset beeps (vibrates in mute mode), with increasing frequency as the golfer approaches the ball, then a visual 'arrow' is displayed pointing the golfer in the right direction. The quality and performance of the Prazza® Golf Ball has been tested and approved by USGA to provide a distance and feel comparable to many of the top selling brands on the market. Currently, Prazza® is discussing future projects with some of the top-selling brands in golf, that would allow for a wider range of ball selection. This further

development would cater to the preference of feel, distance, spin, or accuracy depending on the golfer's type of play.

Customers are invited to visit www.prazza.com or You Tube to see a 'real time' demonstration of Prazza® in action, showing a golfer hitting his ball into thick woods and retrieving it using the handset in an un-cut video clip.

For more information, including a list of current retailers, please visit www.prazza.com.

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Notes to editors:

The Prazza® golf ball contains an active RFID chip, which transmits a unique radio signal once per second when activated. Before you tee off, you pair your Prazza® Golf Ball Finder with your Prazza® golf ball. Thereafter, the handset will find the ball within 110y, depending on the local environment and weather conditions. Prazza® is the first company in the world to include active RFID technology in a golf ball, which creates a practical solution to lost golf balls within a wide 100y+ range. Previously, golf ball finders have only worked over a very short range and have therefore not been widely used.

The Prazza Group was established in 2008, to develop a range of Prazza® golfing telematics products. The management team has previous expertise in the field of tracking & tracing commercial vehicles. The Prazza® RFID Golf Ball Finder is the company's first product in a range of golf telematic systems.