

## Locaxion and Nicklaus Companies Partner to Deliver Jack Nicklaus ShotView iPhone Application for Golfers

**SAN JOSE, CA. – April 19, 2011** – Locaxion, a leading developer of iPhone® applications for sports enthusiasts, announced today a partnership with the Nicklaus Companies, a global leader in the golf business, to launch Jack Nicklaus ShotView, an all-in-one iPhone application to help golfers learn and fine-tune their game. ShotView, available now on Apple's iTunes® App Store, integrates the widely popular tips from Jack Nicklaus' *Golf My Way* with a full-featured golf GPS rangefinder and scorecard application.

*Golf My Way* is considered the top-selling instructional series in history. The timeless tips and instruction from golf's greatest champion have been credited for inspiring the careers of some of today's top names, from Ernie Els to K.J. Choi to Greg Norman. Now through Jack Nicklaus ShotView, they are available at the golfer's fingertips, along with an interactive GPS rangefinder, aerial imagery, a personal caddy, scorekeeping capabilities for your entire group, graphical statistics on your overall game, and other helpful, fun and informative tools.

"There are many iPhone GPS applications currently on the market today that provide important on-course information for the golfer during a round," said Tien Chu, Vice President and Chief Information Officer for Nicklaus. "Our application takes the solid GPS App foundation built by Locaxion and integrates the on-demand, user-friendly golf tips from *Golf My Way* in one convenient, easy-to-use application. This partnership brings together GPS rangefinder, score-keeping, personal caddy and *Golf My Way* instruction into the one application targeted for beginners to touring professionals. This is an exciting offering for all golfers."

"ShotView is a natural next step for golf applications, bringing together all the information, including golf tips and training and all the course information into one convenient package," said Froi Lomotan, co-founder of Locaxion. "We are excited to be working with the Nicklaus Companies to bring this capability to help golfers worldwide."

### **Key ShotView Features:**

- **Jack Nicklaus' *Golf My Way* Tips and Instructional Videos:** Learn from Jack Nicklaus himself, with 26 lessons streamed directly to your iPhone to help with your golf game.
- **Golf GPS Rangefinder:** Accurate GPS distances to front, center and back of the green, hazards, and other points on the course.

- **Aerial Pictures:** See satellite images of the green, fairway or the entire hole with GPS distances directly on the image for easy viewing and understanding.
- **Electronic Scorecard:** Keep score for yourself, plus three other partners. Email completed scorecards to your home computer system.
- **Graphical Statistics:** Graphically analyze your game. Instantly graph greens in regulation (GIR), putts per hole, putts per GIR, driving accuracy, scores by par, scores relative to par and scrambling.
- **Interactive Rangefinder:** Get yardage information to any point on the course. See distances to your desired landing area and automatically get distances for your approach to the green.
- **Personal Caddy:** Based on your ability, ShotView recommends clubs to hit on every hole, from tee to green.
- **Shot Length Tool:** Curious how long your last drive was? ShotView measures the distance of each of your shots. You'll know how far you hit that new driver, or that long iron, or any of your clubs.

## Availability

ShotView is available today for purchase on Apple's iTunes App Store for use on iPhone, iPod touch<sup>®</sup> and iPad<sup>®</sup> devices. Visit <http://shotviewapp.nicklaus.com> for more information on ShotView.

## About Locaxion

Locaxion is a leading mobile application company building apps and tools for sports enthusiasts worldwide. The company was founded in 2008 with the launch of AirVue Golf, one of the industry's first golf GPS applications for the iPhone. Locaxion is based out of Silicon Valley and has offices in the US and in the Philippines. For more information about Locaxion, visit [www.locaxion.com](http://www.locaxion.com), or contact [pr@locaxion.com](mailto:pr@locaxion.com).

## About the Nicklaus Companies

For more than 40 years, the mission of the Nicklaus Companies has been to enhance the golf experience, and to bring to the national and international consumer golf-related businesses and services that mirror the high standards established in the career and life of Jack Nicklaus. These services include golf-course design, the development of golf and real estate communities, and the marketing and licensing of golf products and

services. Nicklaus Design, recognized as the world leader in golf course design, has been involved with close to 360 courses open for play in 34 countries and 39 states. For more information on Jack Nicklaus and the Nicklaus Companies, visit [www.nicklaus.com](http://www.nicklaus.com).

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