

- group oriented games geared towards promoting social interaction,
- a non-stressful play experience geared toward developing and improving ball striking skills.

The Scramble System was showcased in January at the 2004 PGA Merchandise Show in Orlando. Over the course of the 4-day show, the game system entertained and challenged all participants including PGA professionals, PGA youth players and their parents, and golf industry buyers, while at the same time validating the basic value proposition of the product, namely more balls being hit by more people in shorter period of time.

Local PGA Head Professional, Matt Schalk of Lake Valley Golf Course, states “These systems (target and game systems) are clear winners for youth programs and golfers wanting a more engaging practice experience.”

Working with the cooperation of another local company, Gateway Park Fun Center, and after testing many prototypes last summer, Range-Play now has its first commercial version of the Scramble System installed at that location. The two companies are currently in preparation for their season Grand Opening Golfers Event at Gateway Park, scheduled for April 24 from 11am to 3pm. The Grand Opening event is also being sponsored by other local businesses that see opportunities to work together and cross-market their products and services to the same customer base.

“Gateway Park and the management team have been fantastic development partners,” says Mr. Ruth. “Their initial guarded interest quickly turned to support and expectation as they began to see the potential for their business, and more importantly as they saw the value their customers were receiving by having the game system to play on their range. We will continue to work closely together going forward.”

Range-Play is introducing the Scramble System to the national market and is currently tracking several strong and strategic sales opportunities. In addition, it is kicking off an advertising campaign with several industry trade magazines, and announcing a second, entry-level product line targeted at the low-end of the range business.



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