

For Immediate Release

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New Revenue, New Business Model for Driving Ranges Being Benchmarked in Colorado

“What’s New In Golf™” May Surprise You

Boulder, CO, October 15, 2003 – A new golf game played at driving ranges but not on golf courses? New golfers learning the game by playing in driving range leagues? Filling range hitting bays by marketing to newbies and wannabes? Usage studies? Demographic matching? Memberships? At driving ranges?

Well, yes, if a bold initiative being carried out in Colorado is successful. Range-Play Entertainment Corporation has partnered with Gateway Park of Boulder and Grand Golf of Highlands Ranch to install and operate the Range-Play Scramble System™, a patent-pending interactive game system.

The Scramble System™ creates a whole new category of golf entertainment that can be played for the cost of a bucket or two of range balls during the average lunch hour with everyone else who happens to be on the range at the time. Existing and wannabe golfers now have a vibrant place to come hit golf balls and improve their ball striking abilities in a social atmosphere of fun and competition. Everybody - young (especially those brought up on computer and video games) and old – can relate to games, competition, companionship and prizes.

The Scramble System™ has been designed to help driving ranges attract the 26 million Americans golf industry research has shown would like to learn to play golf, but who are reluctant because of the cost of playing a round, the time it takes, the lack of playing partners, and the difficulty of developing the ball-striking skills necessary to avoid embarrassment on the links.

The Scramble System™ enables a new business model that increases range usage through the scheduling of special events, such as leagues, teaching leagues, and corporate outings, and by selling memberships. Traditional revenues are increased because many of the Scramble System™ games are played against a clock and players hit more balls in less time.

The Scramble System™ is a set of targets with built-in sensors designed to detect a golf ball when it hits a target. Targets are easily seen (and heard when struck). They look much like small billboards mounted at an angle (between 45 and 60 degrees to the ground). Sensors for each target contain a small radio transmitter, which emits coded signals indicating which target has been hit. A computer relays this information to a scoreboard and automatically conducts a series of games. The scoreboard communicates the progress of games to the players in the hitting bays.

Range-Play's goals for the next year are to increase usage and revenues at its partner ranges, refine and hone its marketing programs, and to create case studies to document just how successful its new driving range business model can be. The Company is looking for a dozen or so ranges to work closely with in 2004 as part of their early adopters program. Range owners who are interested may contact Jack Dale or Izzy Reinish at Range-Play Entertainment Corporation, Boulder, Colorado, 303-516-4843.