

**North Shore Company Among Ten Finalists
in TELUS New Ventures BC Competition**

A fledgling North Vancouver company with a suite of multimedia golf training tools is among ten finalists in the second annual TELUS New Ventures BC technology business idea competition. Six winners will be chosen October 10 at a gala celebration in Vancouver.

GolfNation, founded with 21 partners, has developed multimedia golf training products to be used at driving ranges on a fee-per-use basis. All are geared to helping golfers train themselves. ShotTracker, their core product, measures the ball's flight (direction, distance and offset) and displays this information in the practice stall on a touch screen panel. The data can also be viewed at home via the Internet. Golfers can use the data to help manage the course while they play a round. They can also use GolfNation's in-install system to play a virtual round of golf on-screen, either by themselves or with players from all over the world via the Internet. GolfNation will also offer GolfKinetics, which tracks a player's body movement using bio-sensors. The sensors provide an automated analysis of swing motion and deliver instant feedback to the golfer using the practice stall's touch screen panel.

"Our goal is to lower golfers' frustration levels so more people can enjoy the game," says CEO Duncan Errington. "We set up the company just over a year ago. We're at the prototype stage and we're looking for financing to take it to market."

Last April, 148 BC entrepreneurs entered the TELUS New Ventures BC competition. Over the past six months, competitors strove to advance through four rounds of competition as they participated in business education seminars, networking events, one-on-one mentoring and presentations before jury panels. Their goal? To build a business case capable of convincing each round of jury panelists that their business idea is good enough to attract capital and succeed in the marketplace.

.../page 2

On October 10th, six winners will share in \$120,000 in cash and prizes, including the BMO Bank of Montreal grand prize of \$25,000 in cash and \$25,000 in services.

Initiated by SFU Business and operated by the non-profit BC Ventures Society, the competition is sponsored by both the public and private sectors.

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