

For immediate release

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## **New Laser Technology Makes PGA Tour Debut at The Memorial**

Before he bested Justin Rose in a playoff in The Memorial Tournament at Muirfield Village, David Lingmirth dialed in his yardages with the help of an innovative Laser Reflective Target (LRT) System developed by Steve Phillips of Marion, Ohio.

The SPRYTE Golf Laser system made its PGA Tour debut on the driving range at Muirfield Village during the Memorial Tournament. Tour players were able to accurately dial in their distances for precise yardage control while practicing on the range.

The LRT's are mounted on the flagstick, as well as, at hazards, to provide golfers with the most accurate distance to determine club selection. The device is an improvement over competing LRT's due to its patent pending design that allows more precise measurement.

The Head Professional at Muirfield Village, Larry Dornisch said of the new technology,

"The system works. We put it on the flags and it works for our members. At the end of the day, it performs the way it was designed to perform."

The improved laser reflective target technology is gaining critical acclaim from golfers and superintendents wherever it is used.

Among the courses now offering TheSPRYTE are: Muirfield Village Golf Club Driving Range, all 12 Country Clubs at The Villages in Florida, The

Ohio State University Golf Club (Scarlet and Gray), Marion Country Club, and over 3,000 holes worldwide.

Phillips, V.P. of North American Golf Products, an Ohio based company, said,

“I’m delighted that more golfers and golf course professionals are being introduced to the SPRYTE to help players determine distances more accurately.”

He also noted,

“The SPRYTE laser reflective target is permitted under the ‘Rules of Golf’ and he feels his system is superior to others on the market.”

Phillips’ design has made the laser reflective target nearly 250% larger, which is a tremendous advantage for golfers. The new LRT’s are especially attractive to golf course owners and superintendents, because they are easy to install and less expensive than technology currently being used.

A better more accurate product available at a lower cost, what a concept.

To learn more about the new SPRYTE laser reflective targets for your favorite golf course visit: <http://thespryte.com/>

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