



Wee Golf introduces a new generation of kids to the game of golf

A parent-child approach, an activity-based digital platform and strong industry partnerships make Wee Golf poised to be a game changer in growing the game.

January 16, 2015, Wee Golf Inc. – Wee Golf is pleased to announce the release of a digital platform that gives golf facilities and parents across the country a way to easily and effectively introduce children to the game of golf.

The #1 challenge for the golf industry is growing the game, and kids are the next big opportunity segment. From 2006-2012, the golf industry lost 36% of its youth. The game has 115 million core and lapsed players, and while 90% of those players are interested in getting their kids into the game, only 10% are currently introducing it to them.

Until now, the golf industry has struggled to identify a solution for the millions of kids that are instead choosing sports like soccer and gymnastics. Wee Golf believes there is an untapped opportunity to make golf interesting, fun and exciting for kids.

Wee Golf has partnered with leading industry instructors to develop an engaging and experience-based method for introducing kids to golf. Like the Scouts program, Wee Golf has gamified the learning of golf through the earning of badges, points and rewards.

At the 2015 PGA Merchandise Show, Wee Golf will be unveiling the Wee Golf technology platform to golf industry leaders. “Our goal is to spread the gift of golf to parents that have a passion for the game and want to share this gift with their child. Parents need a roadmap and kids need fun. We believe Wee Golf is positioned well to address the #1 industry problem – growing the game” says Jason Black, CEO of Wee Golf.

Lending their passion for the game they love, the Company has added two of the golf industry’s greatest ambassadors to the Wee Golf Board of Directors, Annika Sorenstam and Joe Ogilvie.

“As a parent with two young children, one of my greatest pleasures in golf has been enjoying and experiencing the game with them,” says Hall of Fame golfer, Annika Sorenstam. “For the industry to grow, we need to embrace new companies like Wee Golf that can revolutionize the way golf is introduced to children. Today’s parents and children are looking for a mobile platform and fun entry point into the game and I believe Wee Golf delivers.”

Adds Joe Ogilvie, “Wee Golf gives the industry an opportunity to acquire new golfers and provide the 27K golf professionals a strategy they can promote at their local golf facility. The time is now to get innovative around how we grow the game, and Wee Golf presents a forward-thinking approach to a previously untapped customer segment.”

For more details on Wee Golf, visit www.weegolf.com



About Wee Golf

Headquartered in Austin, Texas, Wee Golf, Wee Golf is a golf platform that leverages technology to “gamify” the learning experience for kids (ages 3-8). Our mission is to get kids and their parents engaged in golf early. With the use of mobile technology, a parent and child will navigate through different golf lessons at the course that teach golf fundamentals and core values. As these children complete their “Adventures” and engage with a Wee Golf Team, they will effectively learn the three fundamental skills of golf - putting, chipping and swinging - in a fun and rewarding manner.

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