



Press Release

July 12, 2011

Businessman and Golf Entrepreneur Rick Hetzel of RLH Golf Ventures is bringing a new and innovative golf product to the market at the 2011 PGA Expo in Las Vegas in August 2011.

Insta Golf Shoes™ designed for the casual golfer is a high quality, multi-purpose “pull on” golf shoe that permits golfers to wear their favorite tennis shoes, casual or dress shoes and still have the stability and traction required on the golf course.

Carved from the concept used for many years by the developers of Arctic and winter ice cleats, **Insta** Golf Shoes™ provide full foot slip protection and are constructed of Dual-Density TPE Elastomer for durability and long wear. Engineered to be lightweight with Tension-Fit Binding™, **Insta** Golf Shoes™ hold securely to footwear and have been tested on golf courses in the United States and Ireland.

Rick Hetzel, a retired career law enforcement professional, is also a partner in Irish Golf Vacations (www.irishgolfvacations.net), and recently released his second eBook for publication, “**The Traveling Golfer**”, which may be found at Barnes & Noble and Amazon.com or at www.moxiepublishing.com.

It was during the writing of **The Traveling Golfer** that Hetzel developed the idea of an affordable, multi-purpose golf shoe which could be used by traveling golfers and the general golfing community. “Due to its design, the **Insta** Golf Shoes™ eliminate the need for packing or purchasing traditional golf footwear and are a great item for golfers on the go,” Hetzel said.

Insta Golf Shoes™ are available in four sizes for men and women, and the initial production will be in the colors of black and white, although custom colors are available upon request.

Additional information about **Insta** Golf Shoes™ and photographs are available at www.instagolfshoes.com.

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