



FOR IMMEDIATE RELEASE

Contact:

Rick Hetzel, President
RLH Golf Ventures
D/b/a *Insta* Golf Shoes™
PO Box 965
Cape Girardeau, MO
PH: 888-534-1202

INSTA GOLF SHOES™ “TRANSFORMS” THE CONCEPT OF THE GOLF SHOE.

Cape Girardeau, MO: *Already* selected by golf buyers and PGA Professionals as a top new innovative product at the 2011 PGA Expo in Las Vegas, *Insta* Golf Shoes™ is transforming any shoe into a high-performance golf shoe. It simply slips on over your most comfortable sport shoe and transforms it into a golf shoe with no noticeable compromises from a traditional golf shoe. Unlike a standard golf shoe, the *Insta* Golf Shoes™ fold up into a compact space and travels very easily. Based on the success of the initial launch, they are now launching a dramatically improved retail package, along with brand new models and colors.

President of RLH Golf Ventures Rick Hetzel comments: “We have been overwhelmed by the enthusiasm for the *Insta* Golf Shoes™ since the PGA Expo. Interest for this dynamic new product and sales have been strong with stores in Tokyo Japan already selling out of their initial orders. *Insta* Golf Shoes™ are considered one of those simple, but practical concepts with across the board appeal to many golfing segments. American made and high quality, the go- anywhere *Insta* Golf Shoes™ transforms any shoe into a high-performance golf shoe with no compromises from a traditional golf shoe. Engineered to be lightweight, *Insta* Golf Shoes™ are as stable as you’d expect from any golf shoe, except it can be worn over your most comfortable tennis shoe. Best of all, it is easy to take anywhere because it folds into a fraction of the space of a regular golf shoe. And, in our new travel bag included with the shoe, it travels even more conveniently. Partnering with the Southeast Media Group in Orlando, *Insta* Golf Shoes™ is rolling out a new look in our packaging and accessories for the 2012 PGA Merchandising Show, which will provide buyers with a unique alternatives to traditional golf shoes.”

Insta Golf Shoes™ are a remarkable new product with a whole new place in golf. Retailers love them because it is a new genre of product, and travelers looking for a shoe when away from home, now have a solution without performance compromises. The new travel bag is a high quality mesh bag with a carabiner to easily attach to your bag or fold conveniently into your suitcase or golf bag. They fold into an incredibly small space and travel so easily, golfers will soon realize there is no point to traveling with their traditional shoes.

Insta Golf Shoes™ are available in multiple sizes and colors for men and women and custom colors are available upon for special orders. *Insta* Golf Shoes will be located at booth 3404 adjacent to the New Product Area. Additional information, photographs and videos are available at www.instagolfshoes.com.

###

Media Contact:

Michael Wargo
Southeast Media Group, Inc.
407-382-0095 ext. 111
wargo@smgorlando.com

Sales Contact:

Rick Hetzel, President
RLH Golf Ventures
D/b/a *Insta* Golf Shoes™
PO Box 965
Cape Girardeau, MO
PH: 888-534-1202
rick@instagolfshoes.com