



Press Release

Insta Golf Shoes™ Go Viral

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Insta Golf Shoes™, a new and innovative golf footwear product will be introduced to the golfing world at the 2011 PGA Expo in Las Vegas in a few weeks. However, word of this simple new golf product is already spreading quickly. The **Insta** Golf Shoes™ website and Facebook pages established a few short weeks ago have already received thousands of hits and amassed hundred of followers excited about this simple idea that makes sense to golfers throughout the world.

Insta Golf Shoes™ are an American made, high quality product, which allow golfers to wear their favorite tennis shoes, casual or even 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 Northwest Ireland.

Developed by business entrepreneur Rick Hetzel, RLH Golf Ventures, LLC, and a partner in Irish Golf Vacations (www.irishgolfvacations.net), **Insta** Golf Shoes™ is considered one of those simple, but practical concepts with across the board appeal to many golfing segments.

It was during the writing of his latest eBook, ***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™ are great for golfers who enjoy the comfort of their favorite tennis shoes; junior golfers, who grow out golf shoes quickly; and golfers with special footwear issues, like orthotics.”

Insta Golf Shoes™ are available in several 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, photographs and YouTube Video are available at www.instagolfshoes.com.

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