



## Press Release

### ***Insta Golf's Spider Divot Tool™- Better For The Golf Course***

**January 4, 2013**

Golfers and golf course maintenance professionals describe the "The ***Spider Divot Tool*** as one of the most different, creative and effective golf accessories they have seen in years. The Spider Divot Tool's unique design allows golfers to easily repair ball marks on greens with a simple push/pull action that minimizes damage to the root system of greens. No longer will golfers have to dig, pry and maneuver the traditional forked divot tools, which are ineffective and leave holes in clothing and dirt in pockets. Described by one golf industry professional as analogous to the transition from metal golf spikes to soft spikes for the benefit of the golf course greens, the ***Spider Divot Tool*** may just be the product that changes the way we repair ball marks.

According to President of Insta Golf, Rick Hetzel, "The ***Spider Divot Tool*** has created a very unique level of interest from golfers, and a shocking response from golf professionals. It seems that once they try it, their immediate response is that the industry needs this tool. It actually makes everyone an expert, and does it first try. I knew the technology was very practical, but also understood the tool itself had to really appeal to golfers. They have to want to carry it. It is aircraft quality milled aluminum and very cool. It seems to really appeal to all of the players we spoke with. I am very excited at what this tool can mean to golf courses everywhere."

Partnering with the Southeast Media Group in Orlando, ***Insta*** Golf is rolling out three new practical and innovative golf accessories for the 2013 PGA Merchandising Show, which will provide buyers a product line that is unique, affordable and attractive. In addition to the Spider Divot Tool and their award winning Insta Golf Shoes, Insta Golf will introduce their ***Cloudburst*** line of rain accessories, which include the Cloudburst Rain Towel and the Cloudburst Rain Cover.

Insta Golf will be located at booth 3404 adjacent to the New Product Area. Additional information, photographs and videos are available at [www.instagolf.net](http://www.instagolf.net).

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