



7th November 2006

Leading PGA Coaches and Dizzy Heights (UK) create new Pocketshots™ - pocket-sized golf lessons in print and video for mobile phone and iPod®.

The ideal Christmas present for keen golfers.

Pocketshots™ are step-by-step, instructional golf lessons from the sport's leading PGA Tour coaches. Designed for use during practice or play, the print versions fit easily in a pocket. The video lessons can be easily downloaded onto a mobile phone or iPod®.

This is the first time that leading international golf coaches* have come together to share their secrets - which were previously reserved for their clients, who include Major winners, Ryder Cup players and European Tour winners.

“There are many great golf instruction books out there, but it's not really practical to take them onto the course, practice range or driving range,” said PGA Master Professional, Keith Williams. “With Pocketshots, you can use the expert drills, tips and lessons wherever you practice. It's like having a professional in your pocket!”

Nine printed Pocketshots™ lessons cover; Putting, Swing, Bunker play, Golf Fitness, the Mental game and Short game fundamentals. Slightly smaller than a UK passport and weighing only 10g, they have a durable, laminated cover containing a concertina-style folded lesson, and retail at £3.99 each or £19.99 for a Christmas gift pack of six lessons.

Four Pocketshots™ Video lessons include; Putting, Swing, the Short game and the Mental game. Filmed in high-definition video for a sharper picture quality, these short bite-sized lessons with graphics have been specially designed to download to mobile phones, video iPods and other media players. Each individual clip is available for download at 79 pence each or £7.90 per lesson.

PRESS RELEASE - FINAL

Pocketshots™ will be available to buy from November 24th at: 118golf.co.uk; onlinegolf.co.uk; golfscoretracker.co.uk, golfbidder.co.uk; amazon.co.uk; waterstones.co.uk and other leading booksellers golf retailers, pro shops and golf outlets.

The first Pocketshots Video™ lesson will be available to download to PC (for easy transfer to a mobile device) from November 24th at dizzyheights.com and golfscoretracker.co.uk.

* Contributing golf coaches include; Harold Swash and Phillip Kenyon of the Harold Swash Putting Schools of Excellence; PGA Master Professional Keith Williams; Mark Holland PGA AAA coach and head coach of Golf Australia; Dr. Karl Morris, one of Europe's leading Sports Psychologists; D.J. Wilkinson and Steve Gould of the Knightsbridge Golf School In London and Ramsay McMaster of the Melbourne Golf Injury Clinic, a world leading golf physiotherapist.

About Dizzy Heights (UK) Ltd

Dizzy Heights (UK) is the producer of Pocketshots™ golf lessons, the first in a planned range of exciting, practical, and unique golf products from that will "take your game to the Dizzy Heights!™"

'Pocketshots™', 'It's like having a professional in your pocket!™' and 'take your game to the Dizzy Heights™' are trademarks of Dizzy Heights (UK) Ltd.

www.dizzyheights.com

For more information contact:

Jenni Dixon
Liberate Communications
jenni@liberatecommunications.com
m: + 44 7701 005 878

Laurence O'Toole
Dizzy Heights (UK) Limited
E: laurence@dizzyheights.com
T: + 44 208 977 4465
M: + 44 7770544975