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PRESS RELEASE for Immediate Release: January 10, 2008

V1 Pro and Smarter Lesson Announce Joint Venture to Showcase New Products at 2008 PGA Merchandise Show

PLYMOUTH, Mich. – Interactive Frontiers, creator of the V1 Pro Digital Coaching System, the # 1 video analysis software in golf and Expand Technologies, makers of Smarter Lessons, the leading lesson scheduling software in golf, announced a joint venture to develop and market integrated products and services designed to enhance the value and convenience for instructors and their students. Both companies will showcase their newest instructor offerings at the 2008 PGA Merchandise Show (Booth # 5161).

The companies, which are both PGA.com Preferred Technology Providers, will introduce a PGA member benefit version of the V1 Pro software that interfaces with Smarter Lessons scheduling software. This integrated product pulls students' information from Smarter Lessons software into the V1 Pro by which instructors can then simply select their scheduled student in the V1 Pro before conducting their swing analysis. The benefits include convenience of maintaining a student database in V1 Pro, building a lesson history for each student and seamless reporting of lesson fulfillment back to Smarter Lessons.

"Smarter Lessons has established itself as the leader in the golf industry when it comes to helping instructors leverage the web to streamline their lesson management process," said Interactive Frontiers President Chris Hart. "After visiting with some of our own customers, we recognized that integrating the technology of Smarter Lessons into V1 Pro would help golf instructors take advantage of the Internet to create new efficiencies and generate more revenue. This was one of those situations where one plus one equals three."

A unique function of the member version of the V1 Pro automatically pushes all audio and video content created from each swing analysis right to the Internet, fulfilling the growing demand for viewing personal instruction online. A new program called V1 Smarter Golfer will allow golfers to electronically access all their lesson content. For an annual fee of \$39.95, golfers can view and store their video analysis content online, replete with commentary from their instructor. Plus each V1 Smarter Golfer package also includes a one-year subscription to Golf Digest, a copy of V1 Home (Premium version) and access to Smarter Lessons Stat Tracker, which helps you to track your golf improvement over time. Overall, the V1 Smarter Golfer program helps strengthen the relationship and loyalty between instructors and their students, as well as provides revenue-sharing opportunities to the instructor.

"By joining forces with V1 Pro, we have been able to create programs that will help golf instructors and their students more fully realize the extraordinary benefits that the Internet can offer," said Smarter Lessons CEO Tom Mox. "In the long run, these programs will make it easier for new golfers to learn the game as well as help existing golfers get better."

For more information on V1 Pro and Smarter Lessons joint venture offerings, instructors should visit Booth # 5161 at the 2008 PGA Merchandise Show.

About Interactive Frontiers (V1)

Interactive Frontiers specializes in software development and systems integration of digital video products and Internet applications for the sports training industry. Its V1 Pro Digital Coaching System, one of the leading video analysis software in sports, also is the No. 1 swing analysis system in golf. For more information, please visit www.v1pro.com or call (800) 777-7721

About Expand Technologies (Smarter Lessons)

Expand Technologies, Inc. is a leading Application Service Provider (ASP) that offers subscription-based lesson scheduling and management software solutions. Thousands of students and facilities use Smarter Lessons solutions including well known academies and some of the world's top golf instructors. For more information, call 1-800-365-6492, email info@SmarterLessons.com or visit us on the web at www.SmarterLessons.com.

For more information contact: Holt Hackney of Hackney Communications 512-478-8858, Ext. 115
hhackney@hackneycommunications.com