PRESS RELEASE

New Danish Championship Management Software To Be Used By The R&A

European market leader GolfBox has launched new Championship Management Software after nearly two years of thorough development and testing.

The Danish company, which specialises in management software for golf clubs, has concluded an agreement with The R&A, golf's governing body, which is based in St Andrews, Scotland. This year The R&A will work with GolfBox to undertake more practical testing of the system at several Championships and International Matches with a view to fully implement it in time for next year.

"As part of ongoing enhancements to many of our Amateur Championships and International Matches we are delighted to be working with GolfBox in integrating their new Championship Management Software. Whilst the intention is to fully implement the system from 2014 at Championships such as The Amateur, The Boys Amateur, The Seniors Amateur and The Boys Home Internationals there is the potential to use the system to administer other International Matches and qualifying stages of The Open going forward", says Euan Mordaunt, Director - Amateur Events, at The R&A.

Many of the developers at GolfBox in Denmark have been dedicated to the development of the new championship software for close to two years. During the period of development GolfBox has successfully tested the software live at various events – even though the software was not officially released.

The official release of the championship software took place in March this year in conjunction with the Ecco Tour Winter Series in Spain. This followed GolfBox and the Nordic Golf League signing a three-year agreement.
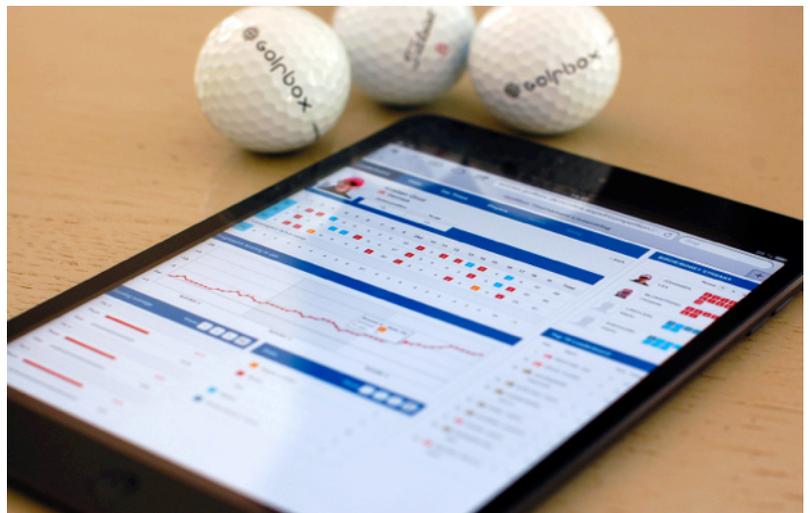
The new software has been proven to deliver on the high expectations set out by GolfBox. The feedback has been extremely positive, not only from the organisers, but also from players and spectators who now have experienced the new software fully live.

The Championship Management Software from GolfBox is developed to make mobile units like tables and smartphones a vital part of the future use of the software.

"We are truly proud to have the opportunity to work closely with the The R&A with our new championship software. The opportunity to assist The R&A in enhancing their Championships and International Matches with cutting edge technology is important to us. With The R&A we have the perfect partner to continue the development and enhancement of our software", says CEO of GolfBox, Christian Faergemann.

Faergemann adds that the new championship software has been designed completely to embrace the fact that tablets and mobile devices are a central part of the future software usage. It may also be ground breaking in several areas with new modules to assist Championship Directors, Referees, TV crews and other Official's connected to prestigious golf events

GolfBox are not new to supplying championship software. They have many high profile clients and in 2012 close to 30.000 tournaments were handled using the current GolfBox tournament solution.

More than 900 golf clubs and several golf unions, such as The Danish Golf Union, Norwegian and Swedish Golf Federations, European Golf Association, Scottish Golf Union and Golf Union of Wales today use GolfBox or parts of the software. GolfBox have previously been consecutively awarded as a "Gazelle" company by Danish financial magazine Børsen and nominated to "Entrepreneur Of The Year" in the "Start up" category by Ernst & Young. GolfBox was also given the award "Owner/Leader 2010" by PwC. GolfBox anticipates their international growth to continue in the years to come.