



New GolfTEC Improvement Center Ready To Serve Myrtle Beach Area

Grand Opening on Saturday, June 1 inside Golfsmith Store

Centennial, Colo. (May 30, 2013) – GolfTEC, the world leader in golf improvement, announces the opening of its newest Improvement center located in Myrtle Beach, S.C., inside the new Golfsmith store at 1080 Oak Forest Lane, just off Seaboard Street between Highway 501 and the Coastal Grand Mall.

GolfTEC Myrtle Beach will host a Grand Opening celebration within Golfsmith on Saturday, June 1. The event is open to the public and includes free instructional clinics, free demo lessons and chances to win great prizes.

GolfTEC, which already has more than 170 improvement centers in North America, including 70 within Golfsmith locations, has given more than 4 million lessons since teeing off in 1995. Most lessons are taught one-on-one in private, indoor bays that maximize the learning experience. GolfTEC utilizes proprietary teaching technology and the skills of its Certified Personal Coaches to help golfers improve their skills and increase their enjoyment of the game.

The GolfTEC Myrtle Beach Center, which will open with one hitting bay and Foresight launch monitor, is under the direction of Harold Perry, the Center Manager and Director of Instruction, along with Michael McShane, a GolfTEC Certified Personal Coach.

Perry, originally from Hawaii, is a Life Member of the PGA of America and experienced teacher. He was an island star as an amateur, as well as at the University of Hawaii, and played a variety of pro competitions while a club professional (including the 1992 PGA Championship).

McShane, from South Bend, Indiana, graduated from Coastal Carolina University's PGA Golf Management Program in 2010. Prior to joining GolfTEC he was the head golf professional at East Lake Woodlands Country Club in Oldsmar, Fla.

The GolfTEC Myrtle Beach staff will use the company's Proven Path to deliver maximum improvement and lasting results to players of all ages and abilities. GolfTEC's proprietary g-SWING system combines digital video with motion measurement, capturing body positions at 24 different points throughout the swing. A simple RED-YELLOW-GREEN display guides instruction and reinforces swing changes.

But the lesson doesn't end at the center's doors. Using the personalized, online Player Performance Center, every student can review his lessons — including full video and the coach's instructions — anytime and anywhere over the internet.

"It is exciting to bring this new level of golf instruction to the Myrtle Beach area," Perry said. "We are looking forward to helping area golfers enjoy the game more and shoot better scores."

Contact the newest GolfTEC improvement center by calling (843) 353-6157, or email hperry@golftec.com.

About GolfTEC

The global leader in golf improvement, GolfTEC gives more than 25% of all private golf lessons in the North America annually and has a 95% success rate among its students. The 600 GolfTEC Certified Personal Coaches at 170 centers worldwide, including 70+ within Golfsmith stores, have given more than 4 million lessons since 1995. All lessons are based on the company's "Five Factors:" Fact-Based Diagnosis, Sequential Lessons, Video-Based Practice, Advanced Retention Tools, and Precision -Matched Clubs. GolfTEC Improvement Centers can be found in almost all major U.S. cities, Canada, Japan and Korea. Call 877-446-5383 or visit www.golftec.com.

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