



New GolfTEC Improvement Center Ready To Serve Cerritos Area
Doors Now Open, With Special Celebration Planned

Centennial, Colo. (June 6, 2013) – [GolfTEC](#), the world leader in golf improvement, is excited to announce today’s official opening of its newest Improvement Center in the Cerritos Towne Center, now operating inside the new Golfsmith store at 12865 Towne Center Drive.

GolfTEC Cerritos will be celebrating its Grand Opening on Saturday, June 22, with an event open to the public that is to include a variety of activities and chances to win prizes.

GolfTEC, which already has more than 170 improvement centers in North America – including 13 in the [Los Angeles metro area](#), 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 Cerritos center, which will open with two hitting bays and Foresight GC2 launch monitor, is under the direction of Tim Leible, the Center Manager and Certified Personal Coach.

Leible and his staff will use the company’s proven 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 instruction to golfers in the Cerritos area,” said Leible, whose work the past year at the El Segundo GolfTEC has familiarized

him with the Los Angeles golf community. “We are looking forward to helping them enjoy the game more and shoot better scores.”

The Cerritos Towne Center is located on the southeast corner of Artesia Boulevard and Bloomfield Avenue, just off Highway 91 (Artesia Freeway) between Interstate 605 and Interstate 5. (*Golfsmith is next to Trader Joe’s, in the former OfficeMax building.*)

Contact the GolfTEC Cerritos Improvement Center by calling 562-287-5049, or email tleible@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 more than 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.

Media Contact:

Karen Moraghan
Hunter Public Relations
908/876-5100
kmoraghan@hunter-pr.com