



GolfTEC Improvement Centers Expand Into Boston Area Golfsmith Stores
Avon, Natick Grand Openings, Discount Offers Just In Time For Holidays

Centennial, Colo. (December 10, 2013) – GolfTEC, the world leader in golf improvement, is opening its first two centers located inside Boston area Golfsmith stores, part of an expansion that will double GolfTEC’s access for the region’s golfers.

South of Boston, GolfTEC Avon is now open daily at the Golfsmith store, 75 Stockwell Drive, Unit A, just off Harrison Boulevard, west of Highway 24.

West of Boston, GolfTEC Natick is scheduled to open later this month in the new Golfsmith at 1398 Worcester Street, adjacent to the Crowne Plaza and Sherwood Plaza shopping center.

Both the Avon and Natick GolfTEC centers offer two hitting bays, featuring Foresight launch monitors, and motion sensor video technology for Swing Evaluations and club-fitting services. Also, each center will utilize the Golfsmith putting area for in-store putting lessons and putter fittings.

“GolfTEC is growing in the Boston area, from our three established centers to six in the next phase, which benefits new clients, as well as golfers we already have been teaching,” said Steve Hancock, GolfTEC’s Boston City Manager. “And our partnership with Golfsmith, as it expands in this area, will be an added bonus.”

The Avon center grand opening is set for Saturday, Dec. 14, featuring a ribbon-cutting ceremony, all-day reception and tours of the facility. For more details, call (508) 419-7826.

GolfTEC, which already has more than 180 improvement centers in North America, 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 expertise of its Certified Personal Coaches to help golfers improve their skills and increase their enjoyment of the game.

The Avon GolfTEC center is under the direction of Brian Spitz, the Center Manager who grew up in Norwell, Mass. Spitz has given more than 5,000 lessons during his 18 years of teaching. A winner of numerous New England PGA Section tournaments, including the 2008 Match Play Championship, Spitz was a college All-American at Valdosta State University before becoming a club professional.

He holds the course records at Plymouth CC (62) and Black Rock CC (66), where he was an assistant professional.

The GolfTEC Natick center is under the direction of Center Manager Jeff Czerwinski who is from Hudson, Mass. A veteran who served five years in the Navy aboard the USS Guadalcanal, Czerwinski has taught more than 3,000 lessons since becoming a golf professional in 1997. He is a former head professional at Boston's Sterling National Country Club and has served on the PGA's Council on Growing the Game. Czerwinski graduated from Western Carolina University, with a degree in Radio & Television.

Spitz and Czerwinski are Class A Members of the PGA and prior to joining GolfTEC were instructors for Golf Town, which was acquired by Golfsmith earlier this year.

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.

"Golfers love the GolfTEC product because it's so easy to visualize and understand what needs to be improved," Hancock said. "We're very excited about adding our new centers throughout the Boston area."

For holiday special offers, store updates and hours at the newest GolfTEC improvement centers, visit http://www.golftec.com/learningcenters/boston_golf_lesson.html. Or email the coaches: Czerwinski at jczerwinski@golftec.com and Spitz at bspitz@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 180 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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