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## ShoeTips featured as an Editor's Pick in the March/April 2017 issue of Golf Tips Magazine

(Los Angeles, CA) – ShoeTips, a revolutionary new swing thought reminder system designed to help golfers of all skill levels master their mental game while they play, created quite a bit of “buzz” at the 2017 PGA Merchandise Show in January. ShoeTips was considered one of the hottest new products introduced at this year’s show and now they’re being featured as an “Editor’s Pick” in the March/April 2017 issue of Golf Tips Magazine.

ShoeTips helps golfers calm their minds and concentrate on the one or two thoughts they want to remember as they prepare to swing—boosting their confidence and enjoyment, and lowering their scores.

“We’re very excited to be chosen as an Editor’s Pick by Golf Tips Magazine,” said Steve Lewis, Founder & CEO of ShoeTips. “We had a very positive response from all the folks who stopped by our Booth during the PGA Show and now to be featured in a national golf magazine like this is very encouraging! We made some great contacts at the show and are working on getting ShoeTips into retailers throughout the U.S. Expect to see ShoeTips available in a retailer near you very soon!”



ShoeTips retails for \$19.99 and is available on Amazon.com.

### **Flexible and Easy to Use**

Using ShoeTips is easy. Before you play, select two swing thoughts you want to remember from the 18 provided. Insert the labels securely into the two base clips and slide the clips easily, and snugly, over your shoelaces. The reminders will be in full view on your shoes as you address the ball. To use them on your golf bag instead, simply insert the base clips through the slots on our enclosed BagTag. Now each time you select a club you can remember what you had wanted to concentrate on and clear your mind of the thoughts that interfere with making a good shot.



ShoeTips' 18 familiar swing thoughts were chosen based on input from golf pros and sports psychologists. The labels are easy to change and organized into 3 categories—focus, relating to your mind, feel, to your body, and technique, to your swing mechanics. Can't find the tip you want? Write your own custom tips on the reverse side of the labels with an indelible marker.

### Mental Focus Promotes Peak Performance

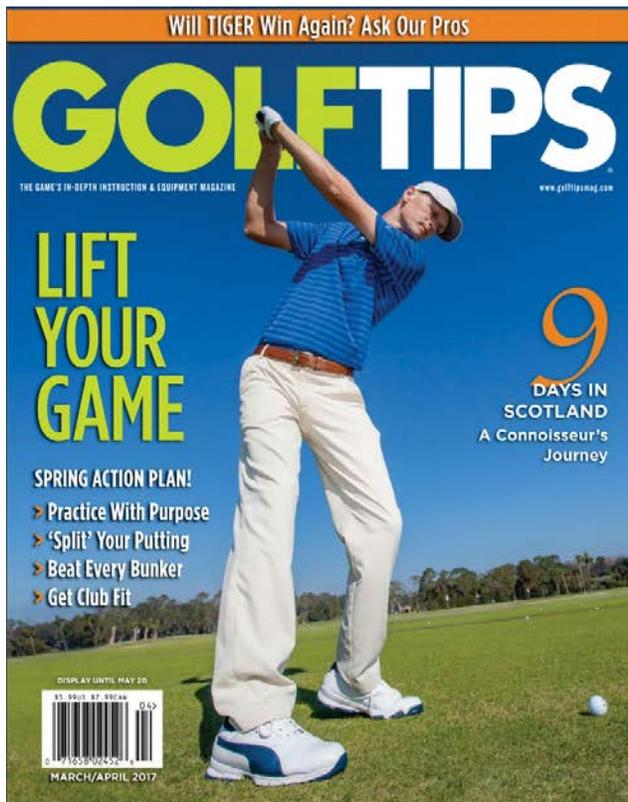
Golf's greatest players, instructors and coaches, sports psychologists, writers, and scientific research on performance and the mental game all agree: Regardless of a person's skill level, if you can focus completely on, and become fully absorbed in the task at hand, with nothing left over for worry or doubt, you'll achieve a state of peak performance.

### About ShoeTips

ShoeTips is a product development company dedicated to helping people achieve peak performance by creating mental focus reminder systems. ShoeTips Golf is the first product designed to help golfers master their mental game while they play. ShoeTips was founded in 2016, in Los Angeles, California, by three partners—Steve Lewis, our "hopelessly addicted golfer", who serves as our CEO & CFO, Arthur Snyder, Creative Director and Product Designer, and Ellen Rudolph, Marketing Director.

For more information on ShoeTips visit [www.ShoeTips.com](http://www.ShoeTips.com).

Media members interested in receiving a sample of ShoeTips for an editorial review should contact Joe Wiczorek ([joe@themediagroupinc.com](mailto:joe@themediagroupinc.com)) of The Media Group, (847) 956-9090.



#### EDITOR'S PICKS

##### BRIDGESTONE e6 BALLS

Since the days of balata and Sulfin back in the 1980s, golf balls have become more and more alike across the board, no matter the price point or manufacturer. Right? Well, yeah, especially when you view the ball market through the lens of a mid-handicapper. How much difference can this construction or that cover or whatever dimple pattern make to the average player?

Uh, lots, it appears, and it'll only take one round with the brand new Bridgestone e6 Speed or Soft balls to convince you. While the B330 and B330S are picking up a lot of tour pro play (including Tiger Woods), the new e6 is a different animal — indeed "longer and straighter," as their marketing motto purports. Compared to what, you ask? How about the flagship, high-end ball from the bestselling brand in the world, the one that starts with a "T"? Yep, at least according to Golf Tips' testing over a couple rounds. Both versions of the new e6 took us at least eight to 10 yards

further down the fairway. What were 5-iron approaches turned into 7-irons, where we may have pulled a 3-metal on a par 5 in the past was now hybrid territory. And the Speed ball didn't disappoint around the greens, either, offering impressive feel and spin from 100 yards in. Then, when we switched to the yellow version of the e6 Soft, we noticed a bump in touch on the short ones, and, surprisingly, no loss of carry on the full shots, including drives. And there's no way we could put too much bend in the ball with either the Speed or the Soft, which tells us that Bridgestone's claim that they are "31 percent" more accurate than the competition isn't far off the mark. Same with their "nine yards longer" assertion. So, how did Bridgestone come up with this new pair of e6s, which feature new "Delta Dimple" technology to cut



down air resistance? According to a press release they were "developed using data gathered from more than two million in-person and online ball fitting sessions" — an outgrowth of their industry-leading "proprietary Ball Fitting system" introduced back in 2007. Count us among the early converts. **\$29.99 per dozen** | [www.bridgestonegolf.com](http://www.bridgestonegolf.com)

##### SHOE TIPS

Here's another simple and unique item that we can't believe hasn't hit the market before. You know how your friendly neighborhood pro is always harping on the "no more than two swing thoughts at a time" mantra? Well, not only is it good advice, you can now drill it into your skull simply by looking at the tips

of your shoes as you move through your pre-shot routine on the course or practice range. Shoe Tips is a decidedly low-tech swing aid that involves no mechanics at all beyond tying two all 18 small, oblong plastic tags — each displaying one or two swing thoughts or trigger words — into your shoelaces

using the small, provided holder. Our favorite right now is the head clearing combination of "Turn" and "Breathe/Focus," but you'll find your own apt combo, from "Back and Trust" to "Soft Hands" to "Alignment," "Balance," "Tempo," "Commit/Focus" ... you get the (mental) picture. It's like a visual voice to back up your inner one. Who cares if your buddies give you a ration for putting Shoe Tips into action — you'll pay them back by taking their money at the end of the round, and writing down some of your lowest scores yet. The USGA has ruled that they're fine for casual play, but if you're putting a score for handicap purposes or in hardcore competition, you can still have them with you and visible by attaching them to your bag instead (a stretchable loop is provided for that purpose). **\$21.95** | [www.shoetipsgolf.com](http://www.shoetipsgolf.com)

