



FOR IMMEDIATE RELEASE

**SHOETIPS™ TO EXHIBIT AT 2017 PGA SHOW, SHOWCASING THE LAUNCH OF ITS  
REVOLUTIONARY NEW GOLF PRODUCT —  
SWING THOUGHT REMINDERS FOR USE ON THE COURSE**

*The First System That Helps Golfers Master Their Mental Game While They Play*



Los Angeles, California, Friday, January 13, 2017— ShoeTips today announced plans to exhibit at the 64th PGA Merchandise Show, January 24-27, 2017, in Orlando, Florida. “ShoeTips is pleased to join the industry and use the Show to debut the golfing world’s first, mental-focus playing aid, designed for players of all ages and skill levels, to golf’s most influential retailers from around the world,” said ShoeTips’ Co-Founder Steve Lewis. ShoeTips helps

golfers calm their minds, concentrate on the two thoughts they want to remember as they prepare to swing, and master the mental aspects of the game—boosting their confidence and enjoyment, and lowering their scores. ShoeTips is the perfect gift for *any* golfer.

Steve Lewis, ShoeTips’ Founder and self-described “life-long, hopelessly addicted golfer,” explains the idea: “I often find myself standing over the ball, ready to swing, summoning all of my powers of concentration to eliminate negative thoughts and decide which positive swing thoughts to use. Sometimes I simply forget what I had decided to focus on. Other times, voices in my head offer ideas of their own. What if you had one or two simple reminders on your shoes, right where you’d see them as you prepare to swing? Or attached to your golf bag as you select your next club?” He named it “ShoeTips” and suggested our slogan, “The Last Thought Before Your Shot!”

**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. Or, if you prefer to use ShoeTips on your golf bag, simply insert the base clips through the slots on our enclosed bonus BagTag. Now you can remember what you had wanted to concentrate on, and clear your mind of the thoughts that interfere with a good shot.

ShoeTips' 18 swing thoughts will feel familiar, and 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. All are defined in the enclosed booklet. (See <http://www.shoetipsgolf.com/tips/>) Can't find the tip you want? Write your own custom tips on the reverse side of the labels using an indelible marker. The labels, base clips, and BagTag are all made of high-quality, durable, weatherproof materials. The base clips fit securely over the laces of any shoe—on the lowest lace, between the eyelets or where the laces cross, or they can be used on the enclosed ShoeTips BagTag. We've also included a convenient metal ring for storing the labels and base clips in your golf bag.

### **USGA Certifies ShoeTips BagTag Is Permitted Under The Rules of Golf**

The USGA certifies that using ShoeTips on the enclosed BagTag is "Permitted Under the Rules of Golf" (Decision #2016-0633; 11/9/16). Players posting scores for handicap purposes should always use ShoeTips on the BagTag, instead of on their shoes.

### **Why ShoeTips Works - 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.

Jack Nicklaus, in the December 1993 issue of Golf magazine, said, "Don't ever try to tell me golf is not 99.9% a mental game." Paula Creamer, in the May 20, 2016 issue of Golf Digest, reported, "I know very few serious players who don't keep a journal of swing thoughts in their golf bag. I always jot down two thoughts from my "bible" on a sticky note and put it in my scorecard holder." Golfing legend Bobby Jones may have said it best, "You swing your best when you have the fewest things to think about." ShoeTips helps solve the greatest challenge in golf—mastering the mental game.

### **Pricing and Availability**

ShoeTips Golf is available on Amazon for \$21.95 and will soon be available through golf specialty and sporting goods retailers.

### **Soliciting Feedback**

As we launch a new golf product unlike any other in the market, we wholeheartedly welcome your feedback. Whether you write or blog about golf, review golf equipment, teach or coach the game, or simply like to play, we want to hear from you. Please email us at [ellen@shoetipsgolf.com](mailto:ellen@shoetipsgolf.com) and tell us what you think. Tell us about your experiences using ShoeTips, what new tips you'd like to see, and how we can make the product even better. We're committed to helping golfers master their mental game and derive more enjoyment every time they play. Send us a photo of how you've chosen to use ShoeTips and we'll add it to our growing gallery.

### **Company Profile**

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. (see [shoetipsgolf.com/ourteam](http://shoetipsgolf.com/ourteam) for details.) Once we've established a presence in the U.S. market, we plan to expand ShoeTips internationally—translating our tips into foreign languages. ShoeTips is trademarked and patent pending. Our product is assembled in Los Angeles from 90% US-made components.

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