



PRESS RELEASE FOR: **CONDITIONS APP**

Playbooks for Golf has just announced the release of a brand new, revolutionary software platform called Conditions. The product is intended for golf course superintendents to communicate with golfers like never before. Conditions provides everything you need to instantly communicate with golfers in real-time about the daily status of the golf course, and ensures they are actually getting the notes. It comes with a turn-key app, CMS and Resource Library.

Conditions is very easy to use, we did all the hard work to make communicating with golfers a breeze. We built our unique platform knowing superintendents need something easy to use, not another complicated piece of software. Using Conditions is as simple as writing a blog post or tweet. It's the culmination of the last 20 years for those seeking better communications, and now it's here.

Playbooks for Golf co-owner, Greg Wojick, says: "The reason we developed this simple and very-easy-to-use platform is because we have seen over and over again a lack of communication between golfers and the maintenance of the golf course. First came postings in the locker room, then email blasts which transformed into blogs and twitter feeds. The problem with all of them is that they require the golfer to visit them on their own. In particular, maintenance blogs and Twitter have become more of a sharing environment between turf professionals, and golfers get left behind or not engaged. With Conditions, we take the critical course information straight to golfers' phones where they can easily see the entire operation, even hole by hole, in a great app format."

HOW DOES IT WORK?

Conditions provides a free app for golfers via the App Store or Google Play. Once installed, the app can "alert" them via push notifications about important course notes for the day from the Superintendent and they can browse other areas of the course as well. You can even target the notification by using simple drag & drop "geo-fencing" when they reach a certain area on the course for the alert to appear on their device, or only send notifications to specific users like a green committee.

The Superintendent is provided with a custom-built and very easy-to-use CMS (Content Management System) where they can update anything about the course status at any time. We deliver a turn-key setup for updates to be made on a hole-by-hole basis and overall, it's as easy as writing a text or tweet. It guarantees the vast majority of golfers are in-the-know about the course as they play due to the app and its notification system.

On the functionality, Playbooks for Golf other co-owner, Matt Leverich, says: "People are now used to receiving multiple notifications or alerts on their phone daily and even hourly. Instead of hoping you are reaching the target audience, you can be certain with Conditions. Getting out in front of course issues or simply trying to educate on a micro basis about different areas of the course is all possible now with Conditions. Once a golfer downloads the app, everything else is taken care of for them and you can deliver content on-demand with the push notifications to specific users, or by where they go on your property. It's truly revolutionary in keeping golfers engaged in your operation and we are excited to bring it to our clients."

AVAILABILITY

Conditions has officially launched and is available for purchase immediately. Playbooks takes care of everything on the setup, including submitting to the app stores and populating the app with the course's custom content. When you are communicating with golfers it's critical to be completely professional. Playbooks has built a reputation in providing superior products that are well-designed and offer customer service few companies can match.

Further details about Conditions by Playbooks for Golf are available at goplaybooks.com/conditions. You can schedule an online demo of the platform at your leisure.

ABOUT PLAYBOOKS FOR GOLF

Playbooks for Golf is a communications and technology company serving the golf and turfgrass industries. We service hundreds of clubs and companies through our main platforms: Coverage System (chem/fert software), ezPins (hole location software), Playbooks Maps and now Conditions.

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