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## **BACKGROUNDER**

### **Revitalized GPS Industries Is Club Car's Technology**

#### **Partner in Visage Mobile Golf Information System**

SARASOTA, FLA – A revitalized GPS Industries (GPSI) was created in October 2009 when Falconhead Capital announced the acquisition of and subsequent three-way merger of GPS Industries, ProLink Systems and a series of assets previously owned by David Chessler, CEO of the Sarasota, Fla.-based company.

The acquisition and merger made GPSI the world's leading provider of vehicle-mounted GPS systems with approximately 1,000 systems installed on courses in North America and Europe.

David S. Moross, chairman and chief executive officer of Falconhead Capital, an investment firm specializing in consumer-focused businesses in the leisure, lifestyle, sport and media categories, said: "By bringing together these three businesses, we have created a new company with the financial strength, technology expertise and business model necessary to succeed over the long term."

As part of its long-term growth strategy, GPSI established an exclusive partnership with Club Car to leverage its sales force and global distribution network and co-market the Visage Mobile Golf Information System. GPSI, in collaboration with Club Car, developed and provides ongoing support for Visage. GPSI is also a member of the Club Car Solutions Network, an alliance of companies that

help Club Car support its customers with products and services that complement the Club Car business.

“GPSI has provided tremendous technical expertise during the last 18 months as we developed Visage together, and we’re pleased we will continue to have their support as we introduce Visage to the marketplace,” said Robert McElreath, Club Car’s vice president of Global Marketing. In addition to Falconhead Capital, Greg Norman’s Great White Shark Enterprises is a major investor in GPSI. Norman, a longtime member of Falconhead’s advisory board, will own a significant equity stake in GPSI and will promote the company’s business.

#### **About GPS Industries**

GPS Industries (GPSI) develops and markets technology-based solutions that help golf courses, resorts and residential communities generate incremental revenues and improve operational efficiencies. GPSI, in collaboration with Club Car, developed the Visage Mobile Golf Information System and provides for its ongoing support. GPSI was created in 2009 through the acquisition and merger of GPS Industries, ProLink Systems and a series of assets previously owned by David Chessler, CEO of the Sarasota, Fla.-based company. Major GPSI investors and advisers include Falconhead Capital, an investment firm specializing in consumer-focused businesses in the leisure, lifestyle, sport and media categories; and Greg Norman’s Great White Shark Enterprises. For more information, go to [www.gpsindustries.com](http://www.gpsindustries.com) or [www.falconheadcapital.com](http://www.falconheadcapital.com).

#### **About Falconhead Capital**

Falconhead Capital, LLC ([www.falconheadcapital.com](http://www.falconheadcapital.com)), with \$500 million of assets under management, is an investment firm established in 1998 to provide investors with significant long-term capital appreciation by investing globally in consumer-focused businesses in the sport, leisure, lifestyle, and media categories. In addition to NYDJ, Falconhead Capital's current portfolio investments include Competitor Group, Inc., Extreme Fitness, Inc., Not Your Daughter’s Jeans, Our365 (f/k/a Growing Family), Escort, Inc., and Premier, Inc. Past Falconhead portfolio investments include, among others, National Powersport Auctions, Maritime Telecommunications Network, The Golf Warehouse, and ESPN Classic Europe, LLC.

#### **About Great White Shark Enterprises**

Great White Shark Enterprises is a multi-national corporation headed by Greg Norman with offices in West Palm Beach, Fla., and Sydney, Australia. The company administrates a variety of businesses including Greg Norman Golf Course Design, Greg Norman Collection (apparel), Greg Norman Estates (wine), Greg Norman Production Company (event management), Medallist Developments and Southern Cross Developments (real estate development), and numerous other merchandising and licensing arrangements.

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