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iPitching Guide™ Launched as App for iPhone, iPod Touch

Calculations Developed 50+ Years Ago by Walker Cup Golfer Gene Andrews

CALABASAS HILLS, Calif., February 2, 2009 – Appsolutely CreativeSM, the iPhone App development company founded by the sons of Walker Cup Golfer Gene Andrews, announced today the launch of the iPitching Guide™ as an app for the iPhone and iPod Touch.

Based on Andrews' time-proven Chipping Guide, the iPitching Guide takes the mystery out of the short game by providing golfers with exact instructions on how far to pitch the ball with any given club to have it roll to the pin, all delivered via the golfer's iPhone or iPod Touch.

“Our father was known as ‘The Father of Playing by Yardage’ because he pioneered the use of tee-to-green measurements and diagrams,” said iPitching Guide co-creator Ryan Andrews. “With the iPitching Guide, Dad’s brilliant calculations and formulas, proven over more than 50 years of successful use by pros and amateurs alike, are now something you can hold in the palm of your hand.”

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The golfer enters three data points—green speed (slow, average, or fast), distance to pin in yards, and selected club—and the iPitching Guide then tells exactly how far the ball should fly in order to roll neatly to the pin. While nothing in golf is exact, the iPitching Guide makes the short game far more predictable by replacing guesswork with proven formulas for gauging chipping distances. A short video demonstration of the iPitching Guide (RT 2:33) is available at <http://www.youtube.com/watch?v=fl8wpWDj57Q>.

“Long before GPS and the Sky Caddy, my dad prepared for each game by walking the course and noting the yardage between every tee and green and anything else he could measure in between,” said Appsolutely Creative Founder Geno Andrews. “During the 1961 Walker Cup match, he shared his notes with a 19-year-old amateur named Jack Nicklaus and the rest is history. Our iPitching Guide is the Web 2.0 version of my father’s brilliant approach to golf.”

Andrews’ playing by yardage revolutionized golf decades ago. The iPitching Guide brings this revolution to the iPhone.

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About Appsolutely Creative

Appsolutely Creative is a developer of applications for the iPhone and iPod Touch. The company’s flagship product, the iPitching Guide, takes the mystery out of golf’s short game by delivering time-proven chipping calculations and formulas via the iPhone and iPod Touch. Appsolutely Creative Founder Geno Andrews and Ryan Andrews, sons of Walker Cup Golfer Gene Andrews, are bringing some of golf’s foundational knowledge and other great ideas into the 21st Century through the iPhone. For more information, visit www.appsolutelycreative.com.