



PRESS RELEASE

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BBC TURNS TO V1 PRO AS ON-AIR GOLF SWING ANALYSIS TOOL FOR BMW PGA CHAMPIONSHIP AT WENTWORTH CLUB

Plymouth, MI – Interactive Frontiers, Inc., a leader in the development of software tools for the sports training industry and creator of the V1 Pro Digital Coaching System, has been selected by the British Broadcasting Corporation (BBC) to be the on-air swing analysis tool for the BMW PGA Championship, which will be played this weekend on the West Course of the Wentworth Club.

Commentators for the BBC, which regularly draws the largest television audience in the world, will use the V1 Pro to analyze the swings of the world's best professional golfers, including competitors like Pdraig Harrington, Ernie Els, Vijay Singh and Retief Goosen.

“It’s a tremendous honor to be selected as the swing analysis tool for use at the BMW PGA Championship,” said Interactive Frontiers CEO Chris Hart. “The BBC’s selection of the V1 Pro represents a growing recognition in the industry that a good swing is vitally important to improving your golf game.”

While the tool is being embraced at the highest levels of the sport, it is also available to the millions of average golfers in the U.S. and around the world over the Internet.

Any golfer can download a free copy of V1 Home, a consumer version of their V1 Pro software, at <http://www.v1golfacademy.com/>. V1 Home allows golfers to capture a video of their golf swing and send it to a V1 certified golf teaching professional of their choice.

About Interactive Frontiers

Interactive Frontiers specializes in software development and systems integration of digital video products and Internet applications for the sports training industry. Its V1 Pro Digital Coaching System is a leading video analysis software in sports and is the #1 swing analysis system in golf. For more information, please visit www.v1pro.com or call (800) 777-7721