



PRESS RELEASE

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V1 PRO PARTNERS WITH GOLF.COM TO OFFER FREE PERSONALIZED VIDEO SWING ANALYSIS

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, announced today that it has partnered with Golf.com, the digital home of GOLF Magazine and Sports Illustrated's Golf Plus, to offer free online video swing analyses to consumers.

The free swing analysis program available on Golf.com is sponsored by Royal Bank of Scotland (RBS). Golfers can take advantage of the offer and learn more by clicking on <http://www.golf.com/v1/>.

“Golf.com and RBS provides us a tremendous means to deploy the V1 platform to the everyday golfer.” said Interactive Frontiers CEO Chris Hart. “Golf.com attracts more than three million unique users per month and is the pre-eminent portal for the avid golfer.”

With this program, golfers are invited to download a free copy of V1 Home, a consumer version of their V1 Pro software, which allows them to capture a video of their golf swing and send it to a V1 certified golf teaching professional to receive their free swing analysis and prescribed drills from Golf Magazine's Top 100 Instructors. In addition to Golf.com, V1 is developing several similar programs within golf and other sports that allow user generated video content to be submitted online for professional analysis by coaches and instructors.

“The V1 platform allows us to deliver personalized one on one instruction with our audience – this is a first”, said GOLF Magazine Editor David Clarke. “The golf industry, especially golf instructors has used their V1 Pro system for years to conduct video swing analyses for golfers. The V1 Pro system is the #1 swing analysis system in golf and is a preferred technology partner of the PGA of America. That reputation and the company's record of sustained excellence was the main reason we wanted V1 to create this opportunity for Golf.com.”

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

About Golf.com

GOLF.com, the digital home of GOLF MAGAZINE and SPORTS ILLUSTRATED's *Golf Plus*, is the ultimate online destination for the avid golfer and golf fan. It delivers 24/7 news & analysis, the industry's best coverage of equipment, courses & travel and free broadband video segments highlighting instruction from GOLF's Top 100 Teachers. In January 2006, Time Inc. acquired SirenServ, Inc. the owner of the URL GOLF.com.

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