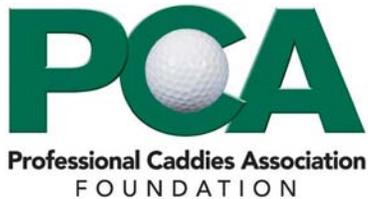


Media Release



Caddie History To Be Made At The 2006 PGA Show, And The Green Friendly Golf Company Will Be A Major Part Of It!

The Professional Caddies Association Foundation (PCA) will unveil the caddie song “FIVE FEET AWAY,” performed by music superstar Michael Bolton, and announce The Green Friendly Golf Company as its sponsor.

Orlando--The Green Friendly Golf Company (www.greenfriendlygolf.com) will help sponsor the Professional Caddies Association’s (www.PCAworldwide.com and www.PCAworldwide.org) 9000 members worldwide, and PCA will endorse the evolutionary Green Friendly Belt.

The PCA (booth # 9525), the premier association dedicated to elevating respect for the professional caddie, takes part in the 2006 Merchandise PGA Show & Convention (Jan. 26 – 29) with a weekend of events and announcements, including a press conference, seminar, and a PCA Hall Of Fame induction ceremony. This year’s honorees include, **Gene Sarazen, Old Tom Morris, Willie Park Sr.** (Notable People Who Started As Caddies) Dr. Michael Cohen, Arthur Bucky Walters, and Caddie Master William J. Survilla.

In addition, the PCA will unveil the “ **PCA Bib for Charity,**” the official PCA Barbeque Bib with **PGA TOUR** logo option, PCA SmokeMasters Sauce, Clip on for Bruce “ Swing Towel ® and Putt Pal USA as well as other products for the PCA Foundation charities. All net profits from the sale of the commemorative bib will benefit PCA Worldwide Foundation & PCA-WMP (World Mentorship Program).

At the 2006 PGA Show in Orlando, the PCA will also formally announce the sponsorship and endorsement of The Green Friendly Golf Company and its evolutionary line of Green Friendly Belts for men and women. “The Green Friendly Belt is a must-have for any caddie or golfer who wants to look and perform great. Best of all, we love the fact that the greens will benefit from a divot tool that helps protect an area where most golf tournaments are won or lost.” stated Dennis Cone, Founder and CEO of PCA.

The Green Friendly Golf Belt is the world’s first golf belt to combine fashion and function. The quality leather belt has a stylish and precision-engineered divot tool and ball marker built right into its tip, combining a beautiful look with two of the key accessories a golfer needs for success on the green. The Green Friendly Belt brings “Essential Etiquette” back to the game as it makes it easier for players to repair ball-marks on the green. In addition to the original Classic Men’s Line of croc-embossed belts, the Ladies Signature Line features six colorful and fashionable belts.

The Green Friendly Golf Company (booth # 12140) is a privately held U.S. business located in Providence, Rhode Island that is committed to developing a range of essential golf accessories that are stylish and functional; yet encourage “Essential Etiquette” on the golf course. Founded in 2005 by Rick Schad, Stephen Walsh and Akim Msumba, the Green Friendly Golf Co. is dedicated to bringing new and innovative products, such as the Green Friendly Golf Belt, to the golf industry marketplace.

The Professional Caddies Association is open to all caddies, working or retired, supporters and sponsors. The PCA Team is dedicated to elevating respect for the professional caddie.

PCA Mission:

Caddies and Supporters, Helping Caddies and Others Worldwide; “ PCA Way is the Fairway “ ©

By introducing our youth to the 500 year old art and profession of caddying we instill in them its core values of responsibility, discipline, integrity, awareness, respect and honesty: life skills and attributes all should aspire to possess. We will continue to elevate the respect for the profession of the caddie. We will pay homage to those who have filled a special role in the history of the game by inducting them into the PCA Caddie Hall of Fame.

“ FIVE FEET AWAY ”

Performed by Michael Bolton, the Song underscores the important role caddies play on and off the course and transcends beyond the Caddie/golfer relationship to everyone who has ever had a person just Five Feet Away encouraging them to be the best that they could be.

Initially written and produced for Bruce Edwards, Tom Watson's long time caddie and friend, and dedicated to all caddies worldwide, the Song was played at Edwards’ funeral when he lost his courageous battle against ALS on April 8, 2004 – the first day of the Masters tournament. Now re-mastered by Nashville’s best music teams and performed by two-time Grammy Award-winner and songwriter for Best Male Pop Vocal Performance Michael Bolton, “Five Feet Away” is scheduled to debut on Jan. 27th, 2006.

The organization and its Foundation work to provide the youth of the world the opportunity to learn both life and social skills through the game of golf and the profession of caddying, while enhancing their knowledge and interpersonal skills both on and off the course. In addition, PCA and its 9000 members worldwide strive to bring back caddies to the golf courses of the world, while preserving the tradition of this greatest of all games.



PCA Show Events Schedule:

Thursday, Jan. 26

- Unveiling of PCA Barbecue Bib, The Caddie Belt by The Green Friendly Golf Company other products (PCA booth)
- Book signings of several Caddie and Life books at PCA Caddie Library

Friday, Jan. 27

- Press Conference; PCA Player Advisory Board (Room 312A), 3 p.m.
- Hall Of Fame Induction Ceremony (fashion show stage), 4 p.m.
- Launch of caddie anthem “Five Feet Away” and DVD (fashion show stage), 4:30 p.m.

Saturday, Jan. 28

- Seminar: How to Start, Improve & Certify Your Caddie Program; Going to the next level, Speaker: Dennis Cone, PCA (Room 109A); 1:30 p.m.

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