

“Brilliant” and “Ingenious” BallKaddie Becoming the Corporate Gift of Choice for Golfers

BallKaddie (<http://www.ballkaddie.com>), the unique device which allows golfers to carry and access their balls at the touch of a fingertip, is receiving international acclaim. This ingenious device, which was launched at the London Golf Show earlier this year, was also enthusiastically received at the Munich Golf Show in September.

Aphrodite Hills Resort (<http://www.aphroditehills.com>) one of the Mediterranean’s most prestigious golf and leisure resorts, has been quick to realise BallKaddie’s potential. This award-winning sports complex, which is located on the Southern coast of Cyprus, has chosen BallKaddie as a branded gift for its discerning visitors. Stocks of BallKaddie are also available for sale in the resort’s Pro Shop. **Andreas Vasiliou**, Aphrodite Hills Resort’s director commented, “BallKaddie is proving to be the ideal corporate gift. It is a top quality, affordable product, and that’s important to us. As well as helping us promote the Aphrodite brand, it’s something practical our guests will be able to use for years to come. The level of sales in our Pro Shop is clearly demonstrating that BallKaddie is well on its way to becoming an essential golfing accessory for golfers of all abilities.”

Since its launch in April 2009, there has been a great deal of media interest in the BallKaddie. It has been featured on Sky Sports channels 1, 2 and 3. BBC Radio Sussex and Surrey hailed it as “brilliant”. Further information on media coverage of BallKaddie can be found at <http://www.ballkaddie.com/press.htm>.

Tony Read, inventor and Managing Director of BallKaddie Ltd said, “Golfers across Europe have embraced the BallKaddie concept. We’re now getting ready for the North American launch in January 2010. Because golf tournaments are such popular corporate sporting events, we’re getting a large number of enquiries from companies and organisations looking for branded gifts.

Having only launched BallKaddie in Europe a few months ago, we’re delighted to see it is already a success at such a prestigious golfing venue as Aphrodite Hills.”



The BallKaddie is available to buy online at <http://www.ballkaddie.com>, priced at £12.49 + post and packaging. Corporate or wholesale enquiries, including bespoke branding, should be addressed to sales@ballkaddie.com.

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Notes to Editors

BallKaddie is the invention of British businessman, Tony Read, himself a keen golfer. The concept was originally part of a radical new golf bag design. When the golf ball dispenser attracted a great deal of interest at the PGA Merchandise Show, it was decided to develop BallKaddie as a stand-alone product.

Today BallKaddie Ltd is part of the Business Car Contracts Group, headed by Managing Director, Tony Read.

World-wide patents are pending.

For more information, please contact:

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