

July 10, 2007

- FOR IMMEDIATE RELEASE -

**Contact: Mark Hourihan  
Paradise Driving Range  
25 Loneragan Road  
Middleton, MA 01949  
Tel: 978-750-4653**

**Contact: Larry Watts  
ProMirror, Inc.  
148 Atlantic St  
Gloucester, MA 01930  
Tel: 978-283-9942**

## **Middleton driving range becomes the first to offer ProMirror video instruction.**

Middleton, Massachusetts – Paradise Driving Range of Middleton has installed ProMirror video learning technology, becoming the first driving range anywhere to offer this state-of-the-art video learning tool. ProMirror is currently in use by individual professional and amateur tennis, soccer and baseball players and teams, including the New York Mets and Arizona Diamondbacks.

### **Why Is ProMirror Different?**

”People are visual learners”, explains Larry Watts, President of ProMirror, Inc. People learn faster when they can see something as opposed to being told something. When they are able to see what they are doing while they are doing it the opportunity for improvement goes way up.

“Video golf teaching has been available in the past, but it requires a teaching pro, computers, and the software, is very complicated and expensive. ProMirror simplifies everything, and makes immediate feedback available to every golfer. It can be used with or without a teaching pro. Golfers simply hit a ball as they normally would and receive immediate feedback. They can watch their swing, slow it down, freeze it and compare it to a pro. All this is done right there in the hitting bay. The golfer stays on the tee, hits balls and sees their swing. Golfers no longer have to wonder why they hit that shot the loved or the one they hated, they can see it instantly and know why.”

ProMirror requires no learning curve or computer knowledge. “Golfers can use it in just a couple of minutes. They don’t have to learn anything. There is no software involved. It is like having a professional lesson on your own.” However, Watts is quick to add “it works particularly well by taking a professional lesson with it, then using it to watch yourself afterward to re-enforce what was taught during their lesson”. Paradise Golf professional Bob Baldasarri can attest to that. “My students are improving faster than I have ever seen”.

Mark Hourihan is the owner of Paradise Driving Range, and decided to install the system as part of their continuing devotion to lovers of the game. “This is a great value to golfers of all abilities. Scratch players and beginners are all going to benefit and learn much more quickly with ProMirror. We regard ourselves as the best equipped golf learning center on the North Shore, and this adds to what we offer all golfers”, Hourihan adds. “We are the only driving range that has grass tees, heated and covered tees, a free putting and chipping green, fairway green targets and floating island greens.

Paradise Driving Range added a tropical theme mini golf course three years ago, but this hasn’t changed their devotion to the “real golfer”, says Hourihan. “The mini golf course is a lot of fun for families and has increased our business dramatically, but our devotion and investment in the game of golf is the same as it has always been. “The golfers in the family can drive balls, chip and putt, and the rest of the family can have fun mini golfing and enjoy an ice cream”, says Hourihan. “Paradise Golf is fun for everybody, and it’s all about learning, improving and enjoying the game”.

For more information you can visit Paradise Driving Range online at [www.ParadiseDrivingRange.com](http://www.ParadiseDrivingRange.com) and ProMirror, Inc. at [www.ProMirror.com](http://www.ProMirror.com)