



NeverLostGolf™ Press Release

The NeverLostGolf™ Tee Saver is the one and only patented product of its kind in the world!! It is NOT just some "gimmick" product but rather an absolute "useable" and essential golf course and driving range accessory that every golfer needs and should have in their golf bag. Whether you are professional or amateur, this is the one golf accessory that every golfer can use. The NeverLostGolf™ Tee Saver is USGA legal (Rule 4-3) so it can be used on the course during tournaments and casual play. It is also great on the driving range where, among a whole host of advantages, it will also save you valuable time and energy by eliminating the irritating regiment of chasing after your golf tee after every teed-up swing. In turn, this helps in keeping the driving range safe by automatically stopping golfers from walking out several feet forward to retrieve their golf tees where they could be struck by a golf ball from a fellow golfer practicing beside them. By preventing this inevitable dangerous phenomenon that takes place on just about every golf course and driving range in the world, a golf course can also have the opportunity to lower their insurance premium. By using the NeverLostGolf™ Tee Saver it will enhance both your practice and your course play by allowing you to concentrate ONLY on striking the ball, and not wondering where you will need to pick up your golf tee after you hit the ball. Picking up your golf tee, by the way, is a well established and long standing rule of etiquette of the game of golf, which encourages all golfers to keep the golf course in a clean state.

Furthermore, because our target market is the "middle class" golfer, who cares about losing their golf tee, and wishes to reuse it as many times as possible, not losing their golf tee will help to prevent golfing delays during busy times on the golf course when a golfer looks for a errand golf tee, which just about every golfer has experienced this frustration. So the NeverLostGolf™ Tee Saver will help to keep the flow of a golf courses in motion, causing fewer delays and back-ups on both public and private golf courses. This will keep golfers in their "rhythm" which is important to every golfer. NeverLostGolf™ also makes a normal wooden golf tee 15 - 30 % stronger, which means less broken golf tees, which will save the golfer money.

The Tee Saver

The NeverLostGolf™ Tee Saver looks like two "O"s with a slim connecting bridge between the two "O"s. NeverLostGolf™ is used by inserting a normal wooden golf tee through both ends of the hole in the middle of the "O"s. The golfer then uses one of the golf tees as the anchor tee, and the other tee for the setting of the golf ball to tee off. The NeverLostGolf™ Tee Saver is attached to the golf tees in a way that does not interfere with the golfer's swing or the golf club striking the ball. It measures approximately 8 inches long by 1 inch wide, and is thin, cylindrical shaped and extremely flexible. The NeverLostGolf™ Tee Saver comes in a variety of colors, including a "neutral" color so as to not distract the golfer while he / she swings. NeverLostGolf™ is such a simple and well built product that it comes with a LIFETIME no questions asked replacement guarantee.



The Tee Saver Mat System

The NeverLostGolf™ Tee Saver Mat System features the Tee Saver together with the highest quality golf mat available on the market today. However, the most promising aspect of the Tee Saver Mat System is the fact that it allows a golfer to always use a normal wooden golf tee, and eliminates the use of the normally supplied rubber golf tees which is damaging to a golfer's golf swing. By the golfer having the possibility now to use a normal wooden golf tee, it also affords the golfer to be able to "tee up" the golf tee to his or her desired height, which cannot be so easily accomplished with a rubber golf tee if at all. The NeverLostGolf™ Tee Saver Mat System also comes with a lifetime replacement guarantee which is unheard of in the golfing industry. Buy it once, and you will never have to buy it again. Furthermore, it is the only golf mat that will actually help the golf club or driving range using it to lower their insurance premiums.

The Background & History

The NeverLostGolf™ Tee Saver and Tee Saver Mat System are the brain children of Michael Carnell. Mr. Carnell, rocked the football world by totally rewriting the record book for High School football throughout the entire United States, some of which records he still holds today many years later, and probably will never be broken again. His trophy shelf accolades list (including being voted the Adidas All American Football Player of the Year) in the who's who of High School, Junior College, Semi-Professional, and Professional Football. Another fact of great interest is that Mr. Carnell comes from a strong line of inventors. His Uncle, Otis Boykin, was an electronic scientist and inventor who devised the control unit used in artificial heart stimulators, and also invented a variable resistor device used in many guided missiles. He also invented the small components such as thick-film resistors used in IBM computers, and many other devices including a burglar-proof cash register and a chemical air filter. Many products made from his discoveries are manufactured in Paris and throughout Western Europe. Mr. Carnell's voluntarily chose to end a promising football career by what he calls "a special arrangement between him and God". This shortening of a most promising professional football career, lead Mr. Carnell to his invention of the NeverLostGolf™ products after learning to play golf in his spare time. Mr. Carnell puts it bluntly about his NeverLostGolf™ Tee Saver: "This is my "Baby" that I have personally conceived in thought and design, bred, raised, and nurtured for over many years. I have personally field tested the NeverLostGolf™ Tee Saver and I have NEVER had one person tell me that they did not like it, that it did not work, or that it was a useless novelty item. On the contrary, I have many PGA professionals who swear by our NeverLostGolf™ Tee Saver, and we have even submitted it to the USGA for formal recognition and legalisation to be used on the PGA tour. It is already "tour legal" based on USGA rule 4-3, however, we wish to have



a direct legalisation ruling which will put our NeverLostGolf™ Tee Saver in the golfing history books. Not only is the NeverLostGolf™ Tee Saver™ practical and useful, it will create a “revolution” in golf, because it will be the force behind what we are calling a **“new revolution in golf”** by seeking to eliminate the use of all rubber golf tees that are widely used throughout the world of golf club driving ranges.

The short and sweet points to the usefulness of our NeverLostGolf™ Tee Saver is as follows:

- Saves Time
- Saves golfers energy
- Saves golfers concentration
- Saves money
- Breaks less golf tees
- Makes tees 15-30% stronger
- Makes safer golf practices
- Helps reduce insurance premiums
- Improves golf swing
- USGA legal (rule 4-3)
- Green certified by ECO Institute
- Adjustable tee heights (not easily possible with rubber golf tees)
- Mats last longer because able to use full area of mat.

Our Concept:

Although there are many advantages in using the NeverLostGolf™ Tee Saver, the main concept behind its invention is simple. It allows a golfer (whether on the course or driving range) to ALWAYS be able to use a normal wooden golf tee, in adverse to using the standard golf driving range supplied rubber golf tee. Our factual argument is simple and uncontested when we ask the question: **“What happens when you rub metal against rubber?”** The answer is ALWAYS the same: “You get a **“breaking or stopping”** action.” This is fine if you want to stop a bicycle tire, but it is not what you want to happen at the exact moment when your golf club is striking the golf ball. Every amateur to professional golfer knows that you must maintain golf club head speed **“through”** the striking of the golf ball. To have your golf club **“break”** or **“stop”** at the exact moment of impact with the golf ball, can and will always affect your golf swing, as well as your control and distance of the golf ball. There are just no gray areas here, and this is not just NeverLostGolf™ propaganda. These are the undisputed scientific facts. And the continued and wide spread use of rubber golf tees on just about every golf course on the planet is nothing less than scandalous, if not reckless or irresponsible of every golf course that uses them. We can literally say that this is one of the best kept secrets in golf. But NeverLostGolf™ intends to expose this secret and to start a **“revolution”** in the golfing world of historic proportions. Because the revelation of



this “secret” will now require every golf course and driving range to exchange their now outdated golf mats for the new NeverLostGolf™ Tee Saver Mat System.

The fact that rubber golf tees can and most likely will contribute to ruining your golf swing is simple mathematics, and you can use this following example: A golfer at practice, hitting a bucket of 100 golf balls is probably hitting half of those balls off of a rubber golf tee, which means that at least half of his or her practice shots are being compromised by the breaking / stopping action of the metal golf club coming in contact with the rubber golf tee. However just about every golf course or golf club driving range uses rubber golf tees in the name of their economic bottom line. We view this as irresponsible behavior by golf courses and driving ranges where most can afford **not** to use rubber golf tees. Hence our **“revolution”** is born. Here is where we will seek to change this irresponsible practice by offering a better, and in fact, more economical choice through the use of our NeverLostGolf™ Tee Saver and Tee Saver Mat System.

Marketing Advantages:

Furthermore, as if saving golfers from the destructive use of rubber golf tees was not enough, NeverLostGolf™ has a 100% market share world-wide!!! Not even Microsoft can make such a claim. Mr. Carnell personally holds both patents to the use and design model. Please take a moment to pause and to now really try to take in that point. 100% MARKET SHARE WORLD-WIDE !!! ABSOLUTELY NO COMPETITION !!! When in modern time have you last heard that claim? And especially in a affluent industry comparable to such an industry such as golf? It would have probably been back when Henry Ford was inventing the first automobile, or Thomas Edison the light bulb. To have the “keys” (as we have) to be able to control such a market inside the golfing industry is “mind boggling” to say the least. And the marketing possibilities are endless.

So, we are sure that anyone with half a degree in “business 101” can quickly understand that it is never a question about **“if”** NeverLostGolf™ can succeed, but **“when”** NeverLostGolf™ will succeed.

Join the Revolution

