

COURSETRENDS

9111 Jollyville Road, #108
Austin, TX 78759
(512) 236-0060

PRESS RELEASE

FOR IMMEDIATE RELEASE

22 April, 2015

Contact: Ted Crossley, 512-617-2761

CourseTrends, announces significant investment and appointment of a new CEO

AUSTIN, TX – CourseTrends, Inc. announced today that founder Alan Stalcup has transitioned from CEO and sole owner of CourseTrends, Inc. to a significant shareholder in the newly created company Distinct Software Solutions, LLC (“DSS”). DSS provides an investment entity to support and build the CourseTrends and Golf18 Network brands and sees capital investment from both Salt Creek Capital, a San Francisco private equity firm, and MidWest Mezzanine Fund from Chicago. The new company will be led by fellow private investor and successful entrepreneur Alasdair (Ali) Murdoch who replaces Stalcup as CEO, and these changes mark the beginning of an exciting development period that will include new markets, new products and new opportunities.

“The company’s future, as well as the future of the golf courses it serves, could not be in better hands,” Stalcup said. “CourseTrends has always worked tirelessly to improve the tools that it offers clients, and Ali’s knowledge in the B2C space will help us make the biggest difference where it matters most, selling tee times”.

Prior to his appointment as CEO of Distinct Software Solutions, Murdoch has invested in and run several B2B and B2C businesses on both sides of the Atlantic and he began his career in software sales with Fujitsu Europe.

“This is an outstanding and dedicated company with a great depth of talent and a passion for the industry it serves,” Murdoch said. “I’m confident we can expand the variety and innovative nature of our services with products like our recently launched Reputation Management and Social Media Marketing initiatives, which are perfect examples of what the future holds.”

The DSS family now includes CourseTrends, currently the leading provider of online golf marketing solutions, as well as The Golf18 Network, an online tee time distribution site that includes over 2,500 courses across the USA and Canada.

Visit CourseTrends on the web at www.coursetrends.com

For more information contact CourseTrends at 512-236-0060.

###