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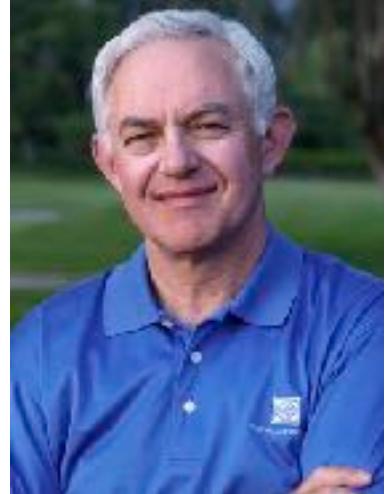
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**PGA TOUR Instructor and Best-Selling Author of *ZEN GOLF*,
Dr. Joe Parent, endorses ShoeTips and agrees to be
an Ambassador for the brand**

(Los Angeles, CA) - ShoeTips announced today that well known PGA TOUR Instructor and best-selling author of the books *ZEN GOLF*, *Golf: The Art of the Mental Game*, *How To Make Every Putt*, and *ZEN PUTTING*, Dr. Joe Parent, has agreed to be an Ambassador for their revolutionary new device that helps golfers of all skill levels master their mental game *while they play*.

Dr. Joe Parent has coached the mental game as it applies to business, life and golf for more than 30 years. A distinguished PGA TOUR Instructor, he has worked with major champions and many other top professionals. He has the singular distinction of coaching both a man (Vijay Singh) and a woman (Cristie Kerr) to the #1 World Ranking. Golf Digest repeatedly named Dr. Joe as one of the “Top Ten Mental Game Experts” in the world and featured him in their popular instructional section: “Breaking 100-90-80 and 70.”



He is a renowned and sought-after instructor of the mental game in all aspects of life; teaching the path to success to hundreds of professionals and amateurs in golf and other sports, as well as to top executives seeking cutting-edge business insights. Dr. Joe has been featured on CNN, NBC’s Today in New York, HBO Sports, ESPN, and many appearances on The Golf Channel.

“ShoeTips is a great tool for bringing the mental game insights of Zen Golf with you for every shot,” explains Dr. Joe. “This is a unique approach: a training aid that becomes a playing aid you can take on the course to be more mindful of your essential swing keys—while you play! ShoeTips transforms your performance by enabling you to focus on just one or two positive reminders before you start your swing. It’s a great way to stay focused and stick to your game plan.” As Dr. Joe recommends, “Don’t tee off without them!”



"We feel very fortunate to be associated with Dr. Joe", says ShoeTips' Founder, Steve Lewis, "and pleased that he recognizes the kinship between our simple device and his groundbreaking approach that blends eastern philosophy and western psychology to improve performance. We couldn't imagine a better match to get our message out."

Flexible and Easy to Use

Using ShoeTips is easy. Before you play, select two swing thoughts you want to remember from the 18 provided. Insert the labels securely into the two base clips and slide the clips easily, and snugly, over your shoelaces. The reminders will be in full view on your shoes as you address the ball. To use them on your golf bag, if you prefer, simply insert the base clips through the slots on our enclosed Bag Tag. Now each time you select a club you are reminded of what you want to concentrate on and clear your mind of the thoughts that interfere with making a good shot.

Whether you wear them on your shoes or display them on your Bag Tag, ShoeTips is "Permitted under the Rules of Golf" by the USGA for amateurs and pros, worldwide.

ShoeTips' 18 familiar swing thoughts were chosen based on input from golf pros and sports psychologists. The labels are easy to change and organized into 3 categories—focus, relating to your mind; feel, to your body; and technique, to your swing mechanics. Can't find the tip you want? Write your own custom tips on the reverse side of the labels with an indelible marker.

Mental Focus Promotes Peak Performance

Golf's greatest players, instructors and coaches, sports psychologists, writers, and scientific research on performance and the mental game all agree: Regardless of a person's skill level, if you can focus completely on, and become fully absorbed in the task at hand, with nothing left over for worry or doubt, you'll achieve a state of peak performance.

ShoeTips retails for \$19.99 and is available on their website: <http://www.shoetipsgolf.com/why-shoetips> and at [Amazon.com](https://www.amazon.com).

For more information on ShoeTips visit www.ShoeTips.com.

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Media members interested in receiving a sample of ShoeTips for an editorial review should contact Joe Wieczorek (joe@themediagroupinc.com) of The Media Group, (847) 956-9090.