



## NOONAN CADDIE TO EXHIBIT AT 2024 PGA SHOW

LEAWOOD, KS (Jan 8th, 2024) – ([Noonan Caddie](#)) Noonan, the revolutionary Digital Caddie platform, is thrilled to announce its upcoming participation in the prestigious 2024 PGA Merchandise Show, happening from Jan. 23-26 in Orlando, Florida. As a first-time exhibitor, Noonan will be located in booth 3705 within the 'Investor Spotlight' area, a dedicated space for groundbreaking innovations in the world of golf.

The PGA Show is renowned for gathering the most influential figures and the latest innovations in the golf industry. Noonan's presence signifies a significant milestone for the company as it prepares to launch its highly anticipated product in the first quarter of 2024. The event is an invaluable opportunity for Noonan to showcase its cutting-edge technology, network with industry experts, and gain insights that will further refine its product offering.

Coming off back-to-back wins in Kansas City's [Pure Pitch Rally](#) and [Digital Sandbox KC](#), where Noonan was awarded \$26,000 in non-dilutive funding, the company is looking for the three-peat. In partnership with the United Inventors Association (UIA), Noonan is set to participate in the "Inventors Spotlight Award," where three exceptional golf inventions not yet available at retail will be honored. These awards celebrate the innovation, dedication, and the entrepreneurial spirit of new inventors, providing a unique platform to gauge interest from the wider golf community.

Noonan's innovative platform is designed to transform the golfing experience by integrating with golf simulator data to predict shot landing and roll with unprecedented precision. With features like club & aim recommendations, dispersion patterns, shot probability calculations, and optimal aim lines, Noonan is poised to become an indispensable tool for golfers aiming to enhance their game.

The way it works is simple – golfers are encouraged to go to their favorite golf simulator and hit at least 10 shots with each of their clubs. Next, they seamlessly upload their shot data to The Noonan Mobile App, and voila, customers have their own personal caddie to take with them to over 40,000 golf courses. Noonan's proprietary ScatterShot AI calculates, in real-time, what club they should hit and where they should aim to give them the best chance to hit their target while minimizing the risk of hitting into trouble. The results are incredible; Noonan has been shown to save up to 5 shots per round by reducing those mental mistakes.

"We are excited to introduce Noonan to the golfing world at the 2024 PGA Show," said Alex Reed, Co-Founder of Noonan. "This platform is the culmination of rigorous technological development, a deep passion for golf, and the validation from our recent funding achievements. We believe that Noonan will not only enhance the way golfers interact with the game but also offer invaluable insights for continuous improvement. We look forward to engaging with the golf community, gaining feedback, and building relationships that will support our launch in the coming year."

Attendees of the PGA Show are invited to visit Noonan at booth 3705 to experience a live demonstration of the platform and meet with the team behind this innovative technology. For more information about Noonan and its participation in the PGA Show, please email [matt@noonan.ai](mailto:matt@noonan.ai).

The PGA Show, organized by the PGA of America and PGA Golf Exhibitions, will reunite the golf industry for the 71<sup>st</sup> edition of golf's longest running and largest global business gathering. Thousands of attending PGA of America Golf Professionals, golf leaders, industry executives and retailers from around the world will source new products from nearly 1,000 golf and lifestyle brands while attending high-level industry presentations, participating in education and career workshops, and connecting in person with peers and golf leaders to drive continued growth of the sport and the business of golf.

### **About Noonan:**

Noonan is a groundbreaking golf technology platform that integrates data from golf simulators to help golfers of all levels improve their on-course performance. With its advanced ScatterShot AI, Noonan provides personalized recommendations and insights, enabling players to make smarter decisions and shoot lower scores. Committed to innovation and excellence, Noonan is set to change the landscape of golfing technology.

### **About PGA Golf Exhibitions**

The [PGA Show](#), [PGA Buying & Education Summit](#) are organized by PGA Golf Exhibitions (part of [RX](#)) and the PGA of America. Since its inception in 1954, the [PGA Show](#) has grown into the largest annual business event for the global golf industry. The [PGA Show Buying & Education Summit](#) connects the industry mid-season and drives business leading up to the annual [PGA Show](#). Learn more at [PGAShow.com](http://PGAShow.com) and follow us on "X", [Instagram](#) and [Facebook](#).

### **About the PGA of America**

The PGA of America is one of the world's largest sports organizations, composed of more than 29,000 PGA of America Golf Professionals who love the game, are expert coaches, operators and business leaders, and work daily to drive interest and participation in the sport. The PGA of America owns and operates numerous championships and events, including major championships for men, women, seniors and the Ryder Cup, one of the world's foremost sporting events. For more information, visit [PGA.com](http://PGA.com) and follow us on [X](#), formerly known as [Twitter](#), [Instagram](#) and [Facebook](#).

### **CONTACT INFORMATION:**

**Noonan Caddie:** Matt Williams, (816) 695-5951, [matt@noonan.ai](mailto:matt@noonan.ai)

**PGA Show:** Sherry Major, (716) 662-3855, [sherry.major@rxglobal.com](mailto:sherry.major@rxglobal.com)