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Rickie Fowler Is Ushering in a New Age of Golf Instruction

Imagine how much your game could improve if you received a private lesson from Rickie Fowler, or any one of golf's elite players. And what if the lesson cost under \$10?

Los Angeles, November 28, 2017— PGA Tour pro Rickie Fowler has teamed up with Success Co. to launch its virtual-reality coaching platform. The 28-year-old will be the first ambassador of the site. Fowler already has three lessons available on the site and two bonus videos in 2D. Fowler will cover every aspect of the golf swing from hitting a tee shot to putting on the greens. The lessons are designed for golfers ages 12-70 to improve their game through simple step-by-step tips from this PGA Tour professional.

The most intriguing part is the lessons cost between \$4.99-6.99 to download.

"The inspiration for Success Series was to bring major global sporting talent into people lives in the form of teaching/instruction and creating access to these world class athletes leveraging the immersive environment that virtual reality brings to the user," said Success Co. CEO Anthony Puntoriero in a statement. "The idea was really sparked around capitalizing on the VR technologies and the ability to scale content globally bringing Success Series into people lives and growing sports not only in global reach but through cutting edge technology."

Puntoriero serves as a CEO and Chairman of the Board of Success Co and in this capacity, is responsible for strategic partnerships, business development, talent acquisition and overall business strategy. Puntoriero, a technology and advertising space innovator, is playing a key role in digital education and its exploration of Virtual Reality. He has a successful track record of growing companies and creating value.

At the age of 22, Puntoriero launched his first business in construction which he successfully sold in 2008. Following the sale, he developed an interest in sports, particularly sponsorship. Puntoriero spent time traveling with professional golfers on the PGA tour, during which he discovered that many of these players, ranked outside of the world's top 50, were contending in tournaments and getting valuable global television coverage yet had minimal annual sponsorship, if any at all. Puntoriero launched Instant Sponsor, an advanced sponsorship procurement technology platform, as an effective solution to connect these players and companies of all sizes.

There was no question in Puntoriero's mind that Fowler would be the perfect athlete to sponsor as he started up this new business venture.

"Rickie was the only golfer we wanted to target for Success Series and that is because of who he is on and off the course," Puntoriero said. "Rickie's brand and character has defined the new era of golfer and he is the ideal ambassador to take golf into the homes of sports fans globally - His message is infectious and he has genuine passion for helping people get better at the game. He's an amazing role model and proof that hard work and dedication can take you to the top in whatever you choose in life"

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