

# **DSG Global Inc. to Unveil New Product at the World's Largest Golf Industry Event**

PGA Merchandise Show in Orlando, FL January 25<sup>th</sup>-27<sup>th</sup>

DSG GLOBAL INC. (OTCQB: DSGT) – January 9 2017, a leading golf technology company, announces today that their complete array of technology products will be featured at the 2017 PGA Merchandise Show in Orlando, Florida.

The 64<sup>th</sup> Annual PGA Merchandise Show, which takes place from January 25<sup>th</sup>-27<sup>th</sup>, is the largest international golf business event in the world. It is the industry's primary launch pad for new products and innovations and professional networking. More than 1,000 companies are represented over ten miles of show aisles.

With more than 40,000 industry influencers including PGA Professionals, manufacturers, course owners, industry VIPs and decision-makers, the show delivers one-million square feet of exhibits and product demonstrations.

"Without question we expect this to be our strongest show ever," said company President and CEO, Robert Silzer, Sr. "The industry response to our golf technology solutions has been extraordinary. Club Managers and Head Professionals who have been granted advance demonstrations have enthusiastically praised what we offer their businesses."

Anticipating a high level of interest from tradeshow attendees, the company's exhibit will not only feature their industry-leading Fleet Management System, but also a unique new product that could revolutionize the golf industry. This unique, new product (code-named "Dash!") is expected to generate tremendous buzz on the show floor. "It is potentially a real game-changer for golf in North America," said Silzer. "It is certainly something that will have people talking."

"We believe the unique, new product we'll be presenting in our booth will generate real excitement. Combined with the new software features we are introducing, I expect sales will enjoy a dynamic lift exiting this year's show," concluded Silzer.

DSG Global Inc. manufactures and markets a range of proprietary technology solutions specifically tailored to golf course operations. Learn more about DSGT at: [www.dsgtag.com](http://www.dsgtag.com)

## **About DSG Global Inc.**

DSG Global Inc. (DSGT) provides patented electronic tracking systems and fleet management solutions to golf courses that allow for remote management of the course's fleet of golf carts, turf equipment and utility vehicles. Their clients use DSGT's unique technology to significantly reduce operational costs, increase safety, and enhance customer satisfaction. DSGT has grown to become a leader in the category of Fleet Management in the golf industry, with their technology installed in over 10,000 vehicles on golf courses worldwide. DSGT is now aggressively branching into several new streams of revenue, through programmatic advertising, licensing and distribution. DSGT is also expanding into Commercial Fleet Management, and Agricultural applications.

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