



For Immediate Publication

NEW RULES OF GOLF iPad/iPHONE APP LAUNCHED IN JAPAN

30 October, 2013, St Andrews, Scotland: The R&A and the Japan Golf Association have launched a new Japanese Rules of Golf iPad and iPhone app featuring two of the country's leading golfers Ryo Ishikawa and Hideki Matsuyama.

The new official app is designed to give a quick guide to the Rules of Golf in the Japanese language and uses video footage, illustrations and images to explain the many different Rules issues which can arise in a round of golf.

Among the video footage used in the app is film of the likes of Ishikawa and Matsuyama and Japanese golfing legend Tsuneyuki "Tommy" Nakajima. The app also includes a guide to the etiquette of the game with two-time Open Champion and R&A Working for Golf Ambassador Pdraig Harrington.

As well as a quick summary of the most commonly occurring Rules situations, the app features the complete Rules of Golf and an interactive Rules quiz to enable users to test their knowledge.

Ishikawa, a PGA Tour regular who has ten victories on the Japan Golf Tour, said, "It's important that people understand the Rules of Golf and how they should behave on the golf course. I think the app is a great way of making this information accessible to people."

Nakajima, who won 54 professional titles, said "It was a pleasure to be involved in this exciting project. The way that golfers play the game – the etiquette of the game – and the Rules themselves are very important. I wish they had this App available 30 years ago!"

Matsuyama, who has four victories on the Japan Golf Tour, won the Silver Cup as the leading amateur at the 2011 Masters Tournament and is a two-time Asia-Pacific Amateur Champion, added, "I know many people want to be able to check the Rules quickly and make sure they understand what to do in a particular situation. Using the app will let them do that in a fun and enjoyable way. I would definitely recommend it to golfers."

The app has been developed by The R&A in conjunction with the Japan Golf Association (JGA) and the Japan Golf Tour Organisation (JGTO).

David Rickman, the Executive Director – Rules and Equipment Standards at The R&A, said, "The aim of the app is to act as a quick and easy reference guide to the Rules and to help ensure that Japanese golfers are prepared for the many different situations which they might face on the golf course. We are delighted to be working with players of the calibre of Ryo, Hideki and Tommy and we hope their involvement will encourage more golfers to download the app."

Gen Ichimura, the Rules Secretary of the JGA, said, "We have worked closely with The R&A on developing the new app. We believe this will be a really useful tool for golfers in Japan to help them improve their understanding of the Rules and for reference when they encounter a new situation."

The Japanese Rules of Golf app is designed to be an interactive, digital version of the Quick Guide to the Rules of Golf and will be available to download from iTunes.

For more information visit RandA.org and www.jga.or.jp.

Ends.

Notes to Editors:

Please note: the videos in the Rules of Golf app were filmed in 2012. Ryo Ishikawa now plays with Callaway clubs and wears Callaway clothing.

The R&A

R&A Rules Ltd is the rules-making company of The R&A. Based in St Andrews, The R&A organises The Open Championship, major amateur events and international matches. Together with the United States Golf Association, The R&A governs the game worldwide, jointly administering the Rules of Golf, Rules of Amateur Status, Equipment Standards and World Amateur Golf Rankings. The R&A's working jurisdiction is global, excluding the United States and Mexico.

The R&A is committed to working for golf and supports the growth of the game internationally and the development and management of sustainable golf facilities. The R&A operates with the consent of 149 organisations from the amateur and professional game and on behalf of over thirty million golfers in 135 countries.

For more information about The R&A visit www.RandA.org.

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