



PRESS RELEASE

ZENIO putting training system unveiled in Dubai

(Dubai, UAE – November 17, 2009) ZENIO SPORTS has launched a revolutionary new training and fitting system that gives golfers immediate and accurate data on their putting in real time and in real, outdoor conditions.

Developed in conjunction with leading coaches and Tour players, the ZENIO was unveiled at the Dubai World Championship where the instruction and fitting potential of the system drew an overwhelmingly positive response from the global golf community.

Measuring the size of a matchbox and weighing just 29 grams, the ZENIO attaches to any putter in just 15 seconds. It uses the latest sensor technology to measure the key parameters of the putting stroke - impact, rhythm and face angle - and then immediately transmits the information to the user's Smartphone or PDA via Bluetooth, where it is displayed in an easy-to-understand graphical format.

With data from each session being automatically recorded, users can chart their progress over time on all manner of putts (straight, breaking, uphill, downhill) from a variety of different distances, helping to build up a clear picture of putting strengths and weaknesses. ZENIO's innovative software uses the player's 'Best' performance as a benchmark for future sessions and also includes a Tour player benchmark for comparison.

Golfers can also use the ZENIO to find their optimum stance, grip and posture, and by using the fitting option can even reveal which putter type suits their stroke best.

Armed with their own personal putting information, players can then log-on to the ZENIO website using their Smartphone and access putting drills created by leading coaches. ZENIO SPORTS is also developing a mobile web platform that will enable users to download specific drills to their handset or even upload their putting data where it can be viewed remotely by their coach.

Dr Richard Jaekel, inventor of the ZENIO, demonstrated the system to a number of players and coaches at the end-of-season finale in Dubai, and was delighted by the response it received: "This week's launch has proved a great success, it's great that so many people are recognising the huge benefits of the ZENIO," said Dr Jaekel. "The system is all about improving putting, coaching and fitting at all levels and we firmly believe that we can help people to achieve those goals."

Instead of being frustrated by poor putting, ZENIO is unique in enabling players to understand what's going wrong and being able to deliver immediate help where it is needed most.... on the putting green.

ENDS

Further information: Contact Richard Jaekel on 0049.69 631.2656, rjaekel@zeniosports.com

Media information: Contact Richard Green on 0044.(0) 7980.903.955, richard.green@sky.com

NOTES TO EDITORS

The ZENIO system costs €699 and requires a PDA or Smartphone (not included). Those interested in experiencing the unique benefits of ZENIO can buy online and enjoy using this revolutionary training and fitting system. If for some reason you don't wish to keep the ZENIO, simply return the system within two weeks and receive a full refund. Full details: www.zeniosports.com