



PRESS RELEASE

ZENIO SPORTS announces creation of Educational Board

(Frankfurt, Germany – November 3, 2009) ZENIO SPORTS is delighted to announce the formation of the ZENIO Educational Board, a body of industry experts committed to ensuring that golfers using the ZENIO system fulfil the potential of this innovative putt training and fitting concept.

The Educational Board is made up of a number of leading coaches, club-fitters and mental trainers, who between them have decades of invaluable experience in the crucial field of putting. Members include European Tour coaches, Head of National Teams, putter manufacturer representatives and club-fitting experts from across Europe.

The ZENIO system was developed as a result of the company's work with Tour players, coaches and golf organisations. It allows golfers of all handicap levels – from professionals to amateurs - to improve their putting quickly and easily. The 'Best Putting Practice' project being developed by ZENIO in co-operation with the Educational Board aims to improve the putt training of all golfers and make it easy to select the right putter.

Dr Richard Jaekel, inventor of the ZENIO and CEO of ZENIO SPORTS heralded the creation of the Educational Board saying: "Assembling such an impressive group of people in this way has never been done before and we are delighted to welcome onboard so many leading figures from the golf industry."

"We aim to draw on the recognised expertise of our Educational Board members in order to help develop the putting, coaching and fitting practices of everybody who uses the ZENIO. With such a huge amount of experience we are confident that the putting advice, tips and drills developed in cooperation with this body of industry professionals will change the way that people think about putting in the future."

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NOTES TO EDITORS

ZENIO is a revolutionary training and fitting system that gives golfers immediate putting data in real time and in real, outdoor conditions. Developed in conjunction with leading coaches and Tour players, the ZENIO is the size of a matchbox, weighs just 29 grams and attaches to any putter in just 15 seconds.

It uses the very 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 on-screen in an easy-to-understand graphical format. Users can track their performance on putts of varying length and slope, find their optimum stance, grip and posture, and, by using the fitting option, can even reveal which putter type suits their stroke best.

Those interested in experiencing the unique benefits of ZENIO can online and enjoy a two-week trial of this revolutionary training and fitting system. If for some reason you don't wish to continue using the ZENIO, simply return the system and receive a full refund. Contact: www.zeniosports.com, 0049.69.631.2656 or rjaekel@zeniosports.com. For media information contact Richard Green on 0044. (0)7980.903.955, richard.green@sky.com