

## PRESS RELEASE

Swedish Golf Team

to cooperate with

ZENIO SPORTS



**The Swedish Golf Team has announced its cooperation with the high tech training systems developer ZENIO SPORTS.**

**The cooperation will focus on the truly innovative project: ZENIO – Best Putting Practice.**

ZENIO SPORTS is the developer of a putt training and fitting system which records key parameters of your putting stroke (i.e. impact, rhythm, open/close face angle) and displays the results on a Smartphone.

Based on latest sensor technology a mobile system was developed which measures only 2,5 inches and weighing a meager 29 grams. It attaches to the putter in 15 seconds and connects via Bluetooth to a Smartphone. In the first months of 2009 the ZENIO system has been introduced to the PGA Tour Players and received excellent feedback.

The combination of the ZENIO system and the Smartphone enables golfers to check their performance in realtime and share their data with team members and coaches through mobile web uploads.

Using Smartphones also allow for immediate download of training and fitting tips. ZENIO SPORTS is currently developing a mobile web portal that will enable participants to evaluate and analyze performances over time in a very efficient way and to communicate effectively. Putting information is best used and helpful to the players if the access is truly immediate: via the Smartphone.

The efficient combination of the ZENIO, Smartphone and the mobile web will be lead and supported by the ZENIO International Educational Board of coaches, mental trainers and club fitters working together on the project: ZENIO - Best Putting Practice.

„At the Swedish Golf Team we are committed to provide the most advanced golf instruction in the world” says Walle Danewid, General Manager National Teams. “The key objective of the management of the Swedish Golf Team is to continuously support the highest quality of our instructors and teams.

After careful evaluation we are confident that the mobility and efficiency of the ZENIO system will contribute to significantly improve the putting of our teams.

The combination of the ZENIO system, the Smartphone and the mobile web will help us to meet the international communication requirements of our players and their coaches around the world.

Through our participation in the “ZENIO - Best Putting Practice” project we will be able to contribute to the development of a simple and efficient putt training system.”

On the ZENIO International Educational Board a group of experienced people will work together to achieve a common goal: the development of a “Best Putting Practice”.

“It is my pleasure to chair this Board of some of the best coaches, mental trainers and club fitters in the industry to provide players at all levels with the best putting know how in the market” says Patrick Oderling, Chairman of the Board. Patrick is a PGA Professional in Sweden and a specialist for putting training. “I am confident that the ZENIO system in

combination with a mobile platform focusing on all educational aspects of excellent putting will help us to achieve our objectives. The Board is inviting other golf organisations and individuals to join us in our endeavours to develop the Best Putting Practice.”

The company ZENIO SPORTS developed the system over the last few years based on their work with PGA Tour Players, their coaches, academies and golf organisations.

“The cooperation with the Swedish Golf Team, one of the most successful golf organisations in the industry and their determination to provide their team members with the best technology and putting instruction in the market will accelerate the successful use of our system” says Richard Jaekel, inventor of the ZENIO system and Chief Executive Officer of ZENIO SPORTS. “We are honoured to work closely together with the well recognized members of the International Educational Board. We will share our experience on how the ZENIO system can contribute to an efficient putting system which is easily accessible through our mobile web platform. The use of the best Smartphones will enable the golfers to achieve a new efficiency, self-confidence and fun in putting.”

### **About the Swedish Golf Team (SWGTT)**

The Swedish Golf Team is responsible for the support and education of the Swedish amateur players.

#### **- Boys & Girls teams for players up to 18 years old.**

Players in these two teams practice with SWGT trainers. They're usually going to school in Sweden and participate in The Skandia Junior Tour.

#### **- Men & Women teams for players from 19 years.**

Players in these two teams have not participated yet in ET/LET or PGA/LPGA tours. Most of them are attending US colleges with local coaches while SWGT plays a supportive role.

#### **- Participants of the LPGA-, PGA-, Masters-Tours and Men & Ladies European Tour.**

SWGTT provides advanced education for these players. Basically all professional tour players are members of the SWGT that - among other things - won the men's 2008 Omega World Cup of Golf.

### **About ZENIO SPORTS**

ZENIO SPORTS is based in Frankfurt/Main, Germany. Its key objective is to use best technology, best communication devices and best mobile web platforms to provide the mobile consumer with truly innovative and highly efficient training systems.

The cooperation with PGA Tour players, coaches, academies and other golf industry experts helped the company to develop the ZENIO system.

For more information please contact:

Swedish Golf Team:

Walle Danewid, Tel: +46706700508

[www.swedishgolfteam.golf.se](http://www.swedishgolfteam.golf.se)

email: [walle.danewid@sgf.golf.se](mailto:walle.danewid@sgf.golf.se)

ZENIO International Educational Board:

Patrick Oderling, Tel: +46709470537

email: [poderling@zeniosports.com](mailto:poderling@zeniosports.com)

ZENIO SPORTS GmbH:

Richard Jaekel, Tel: +49 69 6312656

[www.zeniosports.com](http://www.zeniosports.com)

email: [rjaekel@zeniosports.com](mailto:rjaekel@zeniosports.com)