



PRESS RELEASE

Claus Mølholm, Danish National Coach, joins the ZENIO Educational Board

(Frankfurt, Germany – November 3, 2009) ZENIO SPORTS today announces that leading Danish Coach Claus Mølholm has joined the ZENIO Educational Board.

Claus joins a select number of leading coaches, club-fitters and mental trainers on the ZENIO Educational Board, a body of industry experts that is committed to ensuring that golfers using the ZENIO system fulfil the potential of this innovative putt training and fitting concept.

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.

Claus is a former National Team player and a five-time Danish National Champion. He has been the Head of the Danish National Teams since 2000 and has a wealth of coaching experience. He is also a member of the Nordic League Executive Committee.

"The ZENIO system has become an integral part of our coaching of putting," said Mølholm. "It's incredibly easy to use and the data is presented in a way that is very easy to understand. This information helps us to specifically target certain aspects of putting, making the coaching process much more efficient."

Dr Richard Jaekel, inventor of the ZENIO and CEO of ZENIO SPORTS welcomed the appointment saying: "We are delighted to welcome Claus to the Zenio Educational Board. During a long career at the highest level as both player and coach he has amassed a wealth of experience and we are excited to be working so closely with Claus and the Danish Golf Union."

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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