



PRESS RELEASE

Iain Clarke of Cleveland Golf joins the ZENIO Educational Board

(Frankfurt, Germany – November 3, 2009) ZENIO SPORTS today announces that Iain Clarke, European Tour manager for Cleveland Golf and Srixon, has joined the ZENIO Educational Board

Iain 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.

Iain brings with him 25 years of golf industry experience, having spent the last eight years fitting Cleveland's leading Tour players. With a background in material science and aerospace engineering, Iain has a unique insight into the technical side of club-fitting.

"In the past fitting and building has been a trial and error process; using ZENIO it is easier to apply what I believe is a more logical and scientific approach, particularly to data collection and application," said Iain. "Having used all the available systems to help players achieve their aims in golf, I am confident that ZENIO can help bring putter fitting and building to a whole new level and make it accessible to all."

Richard Jaekel, inventor of the ZENIO system and CEO of ZENIO SPORTS welcomed the appointment saying: "We are honoured to work closely with this highly respected member of the golf industry. Iain's experience in the science of club-fitting will help all Zenio users to better understand the importance of putter-fitting in improving performance."

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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