



PRESS RELEASE

Ian Rae, National Coach of Scottish Golf Union, joins the ZENIO Educational Board

(Frankfurt, Germany – November 3, 2009) ZENIO SPORTS today announces that Ian Rae, the National Coach of the Scottish Golf Union, has joined the ZENIO Educational Board.

Ian 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.

Ian has been a golf professional since 1976, rising to National Coach with the SGU – a position he has held for the last 10 years. Ian has also coached a number of Scottish players on the European Tour since 1995.

“With such mobility and immediacy, ZENIO is proving a great addition to our coaching programme,” said Ian. “The players are improving their putting in an incredibly short period of time and it's great to be able to confirm that the adjustments we are making are working. Being able to try different putts and measure performance over time is invaluable.”

Richard Jaekel, inventor of the ZENIO and CEO of ZENIO SPORTS said: “I am delighted that Ian has joined the ZENIO Educational Board. His experience as a European Tour and National Team coach will help us to develop the Best Putting Practice and improve the performance of all ZENIO users.”

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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