



## **PRESS RELEASE**

### **Martin Cummins, Heavy Putter representative, joins the ZENIO Educational Board**

(Frankfurt, Germany – November 3, 2009) ZENIO SPORTS today announces that Martin Cummins, European Tour coach and Heavy Putter Tour Representative, has joined the ZENIO Educational Board.

Martin 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.

Martin has been involved in putting coaching for more than 15 years. He was instrumental in devising the putter-fitting system used by the PGA of Great Britain and has invented training aids that are used by more than 100 European Tour players. Martin is now also a representative for Heavy Putter, having spent many years studying putter weighting and its effect on the dynamics of the stroke.

"The ZENIO system allows me to closely monitor the benefits of weighting and the individual requirements of each player," said Martin. "This enables me to easily determine which putter specs best suit the player. The information is delivered in a fast and easy to understand manner but what sets Zenio apart from any other system is that it can be used in the field."

Dr Richard Jaekel, inventor of the ZENIO system and CEO of ZENIO SPORTS said: "We are delighted to welcome Martin on the Zenio Educational Board. He brings with him a wealth of experience in the field of putting, putter weighting and training aids and will undoubtedly be a huge asset as we seek to improve the practice of putt training and fitting."

**ENDS**

### **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](http://www.zeniosports.com), 0049.69 631.2656 or [rjaekel@zeniosports.com](mailto:rjaekel@zeniosports.com)