



## **PRESS RELEASE**

### **Olivier L glise, French Golf Federation coach, joins the ZENIO Educational Board**

(Frankfurt, Germany – December 7, 2009) ZENIO SPORTS today announces that French Golf Federation coach Olivier L glise has joined the ZENIO Educational Board.

Olivier 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.

Olivier is a hugely experienced golf instructor and is a National Coach for the French Golf Federation. He also works with a number of professional players, coaching Gwladys Nocera and Gr gory Bourdy. In 2009 Olivier obtained the Five-Star Teaching Award from the PGA of Europe.

“Putting is an area of the game that interests me greatly,” said Olivier. “Although I work a lot on visual skills and the relation to feeling, I also work on technique with players. It’s then that I need very precise information on the mechanical elements of the stroke. With the ZENIO I can make technical corrections based on what the player is doing. The system also allows the players themselves to monitor their performance, which is a great way of maintaining drive and focus.”

Dr Richard Jaekel, inventor of the ZENIO system and CEO of ZENIO SPORTS welcomed the appointment saying: "I am delighted that Olivier is joining the ZENIO Educational Board. As a coach who pays particular attention to putting, I’m sure that Olivier’s experience and knowledge will help us to develop the skills of everyone who uses the ZENIO.”

**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 buy online and enjoy this revolutionary training and fitting system. If for some reason you don’t wish to keep the ZENIO, simply return the system within two weeks 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)