



PRESS RELEASE

Patrick Oderling, Tour Coach, joins the ZENIO Educational Board

(Frankfurt, Germany – November 3, 2009) ZENIO SPORTS today announces that respected coach Patrick Oderling has joined the ZENIO Educational Board.

Patrick 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.

Patrick Oderling has been working as golf professional in Sweden for 23 years. He is the head coach of the Golfgymnasium in Landskrona and is widely recognised as an expert in the field of putting. Patrick works with players of all abilities, including those on the Ladies European Tour, the Ecco Tour and the SAS Masters Tour.

“What I love most about the ZENIO is that it allows me to monitor the putting performance of my players on real greens in real conditions,” said Oderling. “Having all the information to hand certainly makes me a better coach, and it also enables my players to become better putters.”

Dr Richard Jaekel, inventor of the ZENIO and CEO of ZENIO SPORTS said: “It is a great pleasure to welcome a respected expert such as Patrick Oderling to the Zenio Educational Board. His experience of working with Tour players of every level is second to none and I'm sure he will be of great assistance in helping us to develop our Best Putting Practice programme.”

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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