



PRESS RELEASE

Peter Mattsson, EGU Director of Coaching, joins the ZENIO Educational Board

(Frankfurt, Germany – November 17, 2009) ZENIO SPORTS today announces that Peter Mattsson, the Director of Coaching at the English Golf Union, has joined the ZENIO Educational Board.

Peter 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.

Peter has been the Director of Coaching since 2005, and heads up the coaching and competitive programme for the players selected by the EGU. Peter also works with the regional and national coaches in order to help develop their coaching of around 120 players in the EGU programme. Peter spent seven years as Head Coach of the Swedish National Teams, and is a member of both the Swedish and British PGA. He has a background in both Physical Education and Sports Science studies and is currently pursuing a PhD at the University of Orebro in Sweden.

"The ZENIO system is everything a coaching device should be," said Mattsson. "It's informative, accurate, easy to use and it can be used anywhere. A common problem with most tools for analysing technique is that they only work in laboratory environments. ZENIO is quite the opposite as it is designed for mobility. It presents the key information needed to improve putting, and will give coaches and players a benchmark to work on."

Dr Richard Jaekel, inventor of the ZENIO system and CEO of ZENIO SPORTS welcomed the appointment saying: "I am delighted that Peter Mattsson is joining the ZENIO Educational Board. He is one of the most respected figures in the industry with an impressive coaching record at every level. The work that he does with coaches and players alike will undoubtedly help us to better understand how to maximise the potential of the ZENIO."

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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 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 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, 0049.69 631.2656 or rjaekel@zeniosports.com