



PRESS RELEASE

Peter Svallin, Swedish National Team coach, joins the ZENIO Educational Board

(Frankfurt, Germany – November 3, 2009) ZENIO SPORTS today announces that Swedish National Team coach Peter Svallin 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 a member of the Swedish PGA since 1986 and has spent more than a decade as National Team Coach with the Swedish Golf Federation. His vast experience in the game also includes four years at Director of Golf at the Norwegian Golf Federation and three years as GM at Rya Golf Club.

"The ZENIO system is undoubtedly one of the most innovative training systems I have ever used," said Peter. "It really has added benefit to both player and coach. I particularly like being able to track the long-term performance of my players in actual playing conditions. It's an invaluable coaching tool."

Dr Richard Jaekel, inventor of the ZENIO and CEO of ZENIO SPORTS said: "I am very pleased with the appointment of Peter to the ZENIO Educational Board. He is a hugely experienced and talented coach who continually pushes the boundaries in search of golfing improvement."

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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