



PRESS RELEASE

Thomas Kiel Larsson, leading junior coach, joins ZENIO Educational Board

(Frankfurt, Germany – November 3, 2009) ZENIO SPORTS today announces that PGA coach Thomas Kiel Larsson has joined the ZENIO Educational Board.

Thomas 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.

A former Assistant National Coach in the Danish Golf Union, Thomas specialises in coaching juniors. As the current Boys Head Coach he has achieved considerable success, with his team winning Gold at the European Championships in 2007 and 2009, while the Girls team he coached in 2006 won Bronze. Thomas is also a certified NLP practitioner and coaches several Ladies European Tour players

"I am extremely impressed with the mobility of the system and the high level of functional training you can perform with ZENIO," said Thomas. "Young players respond extremely well to the use of technology and love being able to see their own improvement in a format they are familiar with. It adds an extra dimension to the development of their putting."

Dr Richard Jaekel, inventor of the ZENIO and CEO of ZENIO SPORTS, said: "We are delighted to welcome Thomas to the ZENIO Educational Board. As a coach who specialises in coaching junior players he is ideally placed to help us to develop training and fitting systems that engage young players and help them to fulfil their golfing potential."

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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