



## **PRESS RELEASE**

### **Torsten Hansson, European Tour coach, joins the ZENIO Educational Board**

(Frankfurt, Germany – November 3, 2009) ZENIO SPORTS today announces that European Tour coach Torsten Hansson has joined the ZENIO Educational Board.

Torsten 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 specialist in the field of putting, Torsten has been a European Tour coach for 15 years and has coached the Swedish Golf team since 1993. In addition to working with Tour players, Torsten has also spent many years involved with the Swedish Olympic team where he gained a reputation as one of the leading mental coaches in sport.

"This is the first time in my career that I've found a system that gives me the hard data I need," said Hansson. "Having immediate access to information on a player's rhythm is crucial in assessing their mental performance, and greatly helps me to improve the putting skills of my players."

Dr Richard Jaekel, inventor of the ZENIO system and CEO of ZENIO SPORTS welcomed the appointment saying: "I am very pleased that Torsten Hansson is joining the ZENIO Educational Board. He is acknowledged as one of the best in the industry and we are delighted that he is supporting us with his breath of experience as a European Tour coach and a short game specialist."

**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)