



Press Release

May 23rd 2011

FAIRFIELD, NJ (May 23 2011) - Motion Golf, LLC, the world's most technologically advanced golf improvement system, today announced a strategic partnership with Brill Links Limited, located at the Magnolia Park Golf Club near Thame, England, to feature a high-tech Motion Golf studio. Brill Links Ltd will incorporate the Motion Golf Imaging (MGI) system into a suite of golf improvement, tracking and catalogue technologies made exclusively available at the TaylorMade/Cleveland Learning Centre based at Magnolia Park Golf Club.

"This is an exciting period of growth for Motion Golf and the sport of golf in Great Britain" said Joe Luciano, CEO and co-founder, Motion Golf. "Golf is a huge sport in Great Britain and we're thrilled to expand our international reach and partner with a world-class facility to offer golfers an innovative and unsurpassed golf improvement system that's revolutionising the golf industry."

"Its always exciting to open a new centre and with the support of TaylorMade/Cleveland, this being the first Learning Centre in Europe under the vigilant eye of Derwynne Honan, who is the worlds most experienced coach on the system and someone who leads the way in developing coaching methods for Motion Golf. Magnolia Park will become the flagship venue for Europe and will become the showroom for clients to experience the ultimate coaching and custom fitting experience in the world"

"We chose to work with Motion Golf because their best-in-class MGI system compliments our best-in-class facilities," said Derwynne Honan, Managing Director and PGA Professional . "Motion Golf and Magnolia Park GC together with TaylorMade/Cleveland are the first of their kind in this region; we highly anticipate offering a golf development and learning experience like no other."

Motion Golf is a high-tech golf training and educational software company that uses proprietary motion capture technology, called Motion Golf Imaging (MGI), to capture and analyze biometric golf swing and putting stroke in real-time 3D. Providing digital measurement to the accuracy of one-tenth (1/10) of an inch/degree, the MGI system eliminates presumption on swing path, body rotation and/or body angles and offers more than 6,000 combinations of analytical tools that measure and store key swing parameters such as club head speed, club head path, face angles, body angles, swing plane, shoulder/hip rotation, kinematic sequence, and more.

For more information about Magnolia Park's TaylorMade/Cleveland Learning Centre, please visit www.magnoliapark.co.uk