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ZELOCITY LAUNCHES THE PURELAUNCH TRACKER™ 3-DIMENSIONAL WIRELESS DOPPLER RADAR BALL FLIGHT MONITOR

ORLANDO, FL (January 7, 2011)—Zelocity, the market leader in radar based golf performance monitors, launches its new 3-Dimensional Doppler-radar based wireless Zelocity PureLaunch Tracker™. The PureLaunch Tracker™ with numerous Doppler-radar transceivers accurately captures data and measures more golf club, golf swing, golf ball and launch conditions than the PureLaunch Pro™. The PureLaunch Tracker™ is accurate, affordable, portable and durable, requiring no leveling or calibration and operates on either 10 hour rechargeable batteries included or electricity. The PureLaunch Tracker™ wireless unit sets up in seconds and the same monitor and software can be used either indoors or outside. With a total weight of less than 6 lbs the PureLaunch Tracker™ is easily transported. The PureLaunch Tracker™ golf ball tracking technology and logic enables hundreds of thousands of data points to be captured in a relatively short distance or tracked for as far as necessary to validate the captured information. The PureLaunch Tracker™ software displays and provides for the printing of summarized and detailed graphical comparison by club or ball tested and session statistics.

The PureLaunch Tracker™ features include azimuth/side angle, swing path, angle of approach, sidespin, deviation, angle of descent, angle of attack, club face angle, tempo, launch angle, ball spin, club head speed, ball velocity, power transfer ratio (PTR) and carry/total distance plus other metrics. The PureLaunch Pro™ features include sidespin, deviation, angle of descent, angle of attack, club face angle, tempo, launch angle, ball spin, club head speed, ball velocity, power transfer ratio (PTR) and carry/total distance plus other metrics. The PureBalance™ measures center of gravity, weight shift and body acceleration. The PureFlight™ measures club head speed and ball velocity; calculations include PTR and carry/total distance. The PureContact™ and private labeled “The Radar powered by Zelocity endorsed by Vijay Singh” measures ball velocity and calculates shot distance. Zelocity™ products are used in over 80 countries by major OEMs, retail stores, instructors, club fitters, tour pros and avid golfers.

The PureContact™/ The Radar measures ball velocity and calculates shot distance. It provides the tour pro, avid golfer and recreational golfer a great practice aid for wedge through driver shots. Improve distance control by understanding how far you hit each club in your environment today. Practice short shots and gap your clubs. It is battery operated and fits in your golf bag. Optimize your practice time and lower your score with this accurate and easy to use personal ball flight monitor.

The PureFlight™ measures club head speed at impact and maximum ball velocity. It also calculates shot distance for carry and roll and power transfer ratio in percent. The PureFlight™ can be used stand alone or with an optional software package containing Practice and Club Fitting functions. The PureFlight™ product can be used to give instant accurate feedback for club fitting, distance control practice and instruction. It allows golfers to nail down exact carry yardage with each club, calibrate the yardage gaps between clubs and become more consistent in their shot making and club selection.

The PureBalance™ provides golfers with direct, real time feedback to assess and correct their weight balance, center of gravity and body acceleration during their golf swing. The PureBalance™ detects the most delicate movement of a golfer's weight transfer vertically and horizontally and the shift in their center of gravity. This information is then displayed on your computer for analysis and review. The PureBalance™ is easy to use, portable and integrates with leading video swing analyzers. The PureBalance™ integrates with the PureLaunch™.

About Zelosity Corporation

Zelosity is best known for its value based line of ball flight monitors including the PureLaunch™, PureContact™ and PureFlight™ and for pioneering radar based ball flight monitor technologies. Zelosity ball flight monitors are accurate, affordable portable and easy to use. Zelosity products are used worldwide by major OEMs, instructors, club fitters, tour pros, college golf teams and avid golfers. Zelosity products are proudly manufactured and serviced in the USA and have been sold in over 80 countries.

To learn more about Zelosity, visit booth # 1704 at the 2011 PGA Merchandise Show, visit online at www.zelosity.com, or call 1.888.zelosity.