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COOLGRIP INC. INTRODUCES AWARD-WINNING GOLF TRAINING TOOL DESIGNED TO GAUGE AND ADJUST GRIP PRESSURE TO IMPROVE GOLF SWING

CoolGripTI Provides Personalized Training in a One-Size, Easy-To-Use, Inexpensive Tool

(SAN DIEGO, Calif., August 5, 2003) - - For people in pursuit of the “perfect golf swing”, or for people who simply wish to improve their swing, CoolGrip Inc. introduces CoolGrip, a one-size fits all clubs, easy-to-use golf training tool designed to help golfers of all levels achieve the perfect swing.

Winner of Europe’s New Venture 2003 Award, an annual contest held to review the best new inventions; CoolGrip helps take the pressure off anyone’s game by electronically gauging grip pressure and alerting users to adjust their grip.

“Developing the optimum grip pressure has always been a challenge for golfers,” says Arie Bos, chairman and inventor of CoolGrip. “To achieve the perfect swing it is important to first develop the perfect grip. CoolGrip enables users to develop a light and relaxed grip for an overall fluid swing.”

Easily attachable to all clubs, the compact-sized, electronic tool contains sophisticated micro electronics that monitor grip pressure throughout the swing. When grip pressure exceeds calibrated parameters CoolGrip alerts golfers to ease their grip by emitting a soft audible chirping sound. Users are then able to adjust their grip accordingly and follow-through with a more relaxed and natural movement.

“I get the best results from my students when they swing tension free,” says Top US Golf Instructor, Dean Reinmuth. “CoolGrip helps to relieve tension almost instantly. I will use it as part of my instruction to my students.”

CoolGrip is designed to fit comfortably in male or female hands and does not add additional weight to clubs. Its peel-and-stick reusable adhesive enables quick attachment to the club of choice. CoolGrip provides 300+ “chirps” before requiring replacement. The product is waterproof and is not affected by temperature extremes.

CoolGrip is available in one size (5 ½” x ¾”) and three different colors: black, red and blue. CoolGrip will be available worldwide starting in October of 2003 for under \$ 12.00. Corporate customization available. For more information, please contact Lisa Nomura.

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