



BIONIC™

NEWS RELEASE

BIONIC® GLOVES LAUNCHES “HANDS-ON GOLF” VIDEO PODCAST

FIRST & ONLY GOLF EQUIPMENT MAKER TO OFFER FREE VIDEO GOLF TIP PODCASTS

LOUISVILLE, KY (August 11, 2006) - Hi-tech and highly acclaimed Bionic® Golf Gloves is using the latest in mobile electronic technology to put free video golf tips right in the hands of golfers. They're doing it with the “Bionic Gloves Hands-On Golf Podcast™.” It's a golf tip program that allows viewers to interact by making suggestions for future tips via video phone or email.

With Bionic Gloves Hands-On Podcast golfers can watch tips on their iPod, mobile phone, or PDA anywhere they go - the practice range, putting green, golf course, in their backyard, on an airplane, anywhere. Bionic, a division of Louisville based Hillerich & Bradsby Co, makers of Louisville Slugger® bats and gloves, is the first and only golf equipment maker to offer a free video interactive golf tip service using the latest in handheld technology.

“Bionic Golf Gloves, designed by a leading orthopedic hand surgeon, are the most scientifically advanced golf gloves available today,” said Bionic Golf Marketing Director Cheryl Fink. “Since Bionic has the latest and best in glove technology to help your hands while playing golf, we wanted to use the latest and best in mobile electronic technology to put video golf tips literally in your hands. Our podcasts let you watch, then try the tips right on the practice tee. Or you can watch them while you're waiting for dinner, a flight, whenever you have some time, then try the tip the next time you golf.”

Several golf tips are already loaded onto the Bionic Gloves Hands-On Golf tips website at www.bionicgloves.com/podcast. More will be added weekly. Podcasts ready for downloading include tips for getting more distance off the tee, chipping onto the green, and long putting, all provided by PGA teaching professional Eric Gilliland of Audubon CC in Louisville, Kentucky.

Bionic Hands-On Podcasts are hosted by Chaz Rough, a podcasting veteran whose YOGAmazing Video Podcasts have received more than 1 million downloads globally. Rough will work with a variety of PGA teaching professional in each Bionic Hands-On Golf Podcast who will demonstrate golf tips in 3-to-6 minute segments. Viewers will be able to request future podcast tips by sending a video request with their mobile phone or via email.

“We'll create podcast golf tips based on the needs of our viewers,” Rough said. “They can even send us video of them golfing, which we can show our viewers and have the PGA teaching pro review. Then the pro can show our viewers how to correct that problem and others similar to it.”

In addition to the www.bionicgloves.com/podcast site, the Bionic Hands-On Golf Podcast can be accessed through Bionic Gloves homepage at www.bionicgloves.com.

MORE.....

SOME FACTS ABOUT PODCASTING

- A recent Nielsen survey revealed that 6% of U.S. adults, about 9 million web users, have downloaded podcasts in the past 30 days (as reported on July 20, 2006)
- Nielsen's survey revealed that 75% of regular podcast users are male
- Nielsen's survey showed that 72% of regular podcast users download an average of one to three podcasts per week
- Nielsen's report says 10% of all podcast users download eight or more podcasts per week
- Podtrac, the largest podcasting service provider, reports that, "Over half (56%) of the podcast audience is listening and viewing podcasts on their computers, 46% on a portable device, and the vast majority (88%) listen or view the entire podcast episode.
- Surveys show podcast users are frequent online shoppers (76% shopped online in the last 30 days).

SOME FACTS ABOUT BIONIC GOLF GLOVES

- Designed by one of the world's leading orthopedic hand surgeons in conjunction with Hillerich & Bradsby Co., makers of Louisville Slugger® bats and gloves
- Owner of fifteen patents with multiple patents pending
- Anatomic relief pads, scientifically placed motion zones, pre-rotated finger design, and lycra breathable web zones make Bionic the most technologically advanced golf gloves ever made
- Bionic's hi-tech, scientific features help reduce hand fatigue, blisters, and calluses, and provide control, comfort, accuracy, and durability
- Constructed from ultra-soft cabretta leather, Bionic Golf Gloves are washable and stay soft after getting wet and drying out
- Evolved from technology developed by Louisville Slugger® for high-performance athletes
- Suggested retail is \$24.95 (U.S.)
- Bionic Golf Gloves are available in select golf pro shops, golf specialty stores, online at www.bionicgloves.com or by calling toll free, 1-877-5-BIONIC (1-877-524-6642).

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