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FlightScope by EDH Sport to be Offered by Hot Stix Technologies

State-of-the-art ball flight analysis technology

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FlightScope, by EDH Sport, announced that its state-of-the-art ball flight analysis technology now is being offered by Hot Stix Technologies. The FlightScope Pro is being utilized to provide actual ball flight trajectory information as well as valuable launch information. FlightScope data will be used in conjunction with Hot Stix Technologies' world-renowned club-fitting software. Hot Stix Technologies, a Scottsdale, Ariz.,-based company, offers advanced automated club-fitting and swing-analysis technology at a number of locations nationwide.

"We are pleased to welcome Hot Stix Technologies as our new partner," said Marc Solda, president of EDH Sport. "FlightScope's cutting-edge ball flight technology is a perfect fit with Hot Stix, as we both take pride in using the very best technology available to provide golfers with a specialized custom swing-analysis and club-fitting experience."

In 2003 Hot Stix Technologies opened a 5,000 square-foot research, design and testing facility. Hot Stix Technologies is the only non-biased independent research and design facility that utilizes the latest in technology to create fitting software. They rigorously test the latest advancements in golf equipment. Implementing the use of state-of-the-art systems allows them to identify the very best components the golf industry has to offer. "The Fitting," equally as important as the analysis of the equipment, is what separates Hot Stix from all the rest. Their ability to match the right equipment to each unique player, blended with the research and technology, has made the Hot Stix Fitting system one of the most anticipated new offerings in the golf industry in decades.

Mark Timms, president of Hot Stix Technologies said, "The integration of our club-fitting, web-based technology with FlightScope adds a truly complete club-fitting package to the client. Since FlightScope is tracking the ball, we are getting actual information on flight and spin which we normally could not gather. This information provides a valuable insight for us to better fit and equip our players."

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Hot Stix Technologies is the latest of a number of entities choosing to incorporate FlightScope by EDH Sport into their high-tech approach to total swing analysis and club fitting. DartFish, a leading video analysis system, now has the capability of integrating with the FlightScope Pro. This system integration benefits instructors and golfers by providing swing analysis in conjunction with ball flight information. In addition, FlightScope technology was installed earlier this year at the PGA of America Learning Center in Port St. Lucie, Fla.

FlightScope also was in prominent use at the "Battle at the Bridges," a charity exhibition match televised live by ESPN and ABC Aug. 2 from the Bridges at Rancho Santa Fe, Calif., featuring Tiger Woods and Hank Kuehne in match play against John Daly and Phil Mickelson.

FlightScope, introduced at the PGA Merchandise Show in January, is a portable indoor-outdoor unit that employs a Phase Array Tracking Sensor and proprietary technology to record accurately the ball in flight and to provide actual launch data. The characteristic distinguishing FlightScope from existing launch monitor technology is that FlightScope is the only product in the world that can record the ball flight accurately in the precise environment in which the ball travels, thereby providing actual rather than implied data. The resultant ability of golfers, instructors and club fitters to see the actual ball trajectory at various angles allows them to make precise adjustments for enhanced performance.

EDH, founded in 1989 by Chairman Henri Johnson, an inventor and electronic engineer, is a product development company based in Stellenbosch, near Cape Town in South Africa, with its U.S. office in Bethlehem, Pa. EDH, which develops products for the military and sports markets, has as its core expertise the design and development of 3D tracking radar systems. Last year the EDH Golf system was launched under the name "FlightScope."

For further information, please see www.edhsport.us

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