

PRESS RELEASE

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Independent Scientific Study Shows Product Effectiveness**TaylorMade Performance Lab Validates Medicus Claims**

Carlsbad (Vista), CA-- Companies often make claims such as, "the greatest, guaranteed to lower your scores, etc. etc. etc..." Medicus knew that their products worked but wanted to verify scientifically that their claims were accurate. For validation, the company went to the TaylorMade Performance Lab, the world's most sophisticated, accurate and objective measuring and fitting system available today to conduct the independent testing.

Utilizing a system previously only available to Touring pros, the TaylorMade Performance Lab employs nine high-speed cameras that measure and record every position of the player and his club throughout the swing, all within one tenth of a degree. A three-dimensional graphic image of the golfer is displayed which enables the swing to be viewed from 360 degrees- in real-time. As opposed to flight monitors that only measure what happens to the ball after impact, the lab captures and measures every part of the swing from address through to the finish. The Labs' system can compare swings either side-by-side or overlaid on top of each other at critical points in the swing so you can see precisely how the swing has changed.

While in no way agreeing to endorse Medicus swing trainers, TaylorMade agreed to perform testing on the Medicus Dual-Hinge Driver. Medicus went the extra mile to prove that a golfer can materially improve his swing and performance, utilizing the TaylorMade Performance Lab's ability to measure the golf swing in a way that no other system can. At the TaylorMade Performance Lab, a 3D image of the golfer reveals vital information such as swing plane, club head position, lie angle, exact location on the clubface where the ball hit, impact data showing ball position, launch angle , ball speed, club head speed, the degrees that the clubface is open or closed at impact, etc., a plethora of information.

Testing Parameters & Results

A random sample of 20 golfers was chosen as a test group. Each golfer's baseline swings were measured in the TaylorMade Performance Lab and then measured again after practicing for 15 minutes with the Medicus driver. Three quarters of the test group gained additional swing speed, with a full third of the overall group realizing a dramatic increase. One subject increased her average swing speed from 53.4 to 63 mph.

Several other factors not only produced added distance but were important in achieving greater accuracy and more consistency. Forty percent went from a strike pattern on the club toe or heel to a more center strike. Although one participant's swing speed remained virtually the same, the fact that he struck the ball in the center of the clubface plus his improved swing path and angle of attack added an average of 30 yards to his driver. Another picked up additional swing speed, ball speed and improved his swing path, which added an average of 20.7 yards to his driver. A third participant showed a most dramatic improvement in swing plane. His average swing when went from a weak outside to in and over-the-top -4.2° to an inside approach at the ball of 1.5° . Those numbers more resemble a Tour swing and deliver greater consistency and accuracy. He said, "I think that's the most productive 15 minutes I've ever practiced; I changed my whole swing plane."

TaylorMade Performance Lab Assessments

Tom Fisher, Technical Director of the TaylorMade Performance Lab concluded, "We videoed their swings beforehand and looked at certain swing dynamics; we looked at path, face angle, speed of swing, ball speed, etc. We noticed that when they came back into the Lab after using the Medicus driver, we actually saw improvements in all of the above. Changing someone's path and face angle in 15 minutes time is pretty impressive to me."

Test results clearly proved that practicing with Medicus will all but guarantee a smoother, more consistent swing while adding distance and achieving greater accuracy. Reflecting on his experience, one test subject summed up the feelings of all the participants when he said, "It was an amazing experience. Learning how your swing was before and then after swinging the Medicus made a world of difference with my swing. You just couldn't ask for anything better than what was accomplished today."

For additional information and full test results visit www.medicusstudy.com.