



## **K-Motion Interactive Promotes John Scheffler To Director Of K-Vest Education**

Scheffler To Oversee K-VEST Certification Program; Successful Instruction Program Designed To Accelerate Game Improvement

Bedford, New Hampshire, September 13, 2007 ... K-MOTION Interactive (KMI), developer of K-VEST™, the highly popular 3-D wireless golf instructional system, today announced that John Scheffler has been promoted to Director of Golf Swing Training & Education. In his new position, Scheffler will be responsible for educating teaching professionals on the most effective methods to incorporate K-VEST into their lesson program.

Scheffler, who has been a K-VEST Certified Instructor since the Company's inception, has also spent the past 10 years working with biomechanists and specialists in the field of human motion. Scheffler has worked extensively with several top teaching professionals, educating them on the benefits of 3-D technology and how to use it more efficiently to measure and analyze the golf swing.

Scheffler will lead a team of K-VEST Certified Golf Professionals who have collectively developed the K-VEST Certification Program. The Certification Program is designed to further educate the golf teaching community on effectively using 3-D wireless technology, which enables a golf instructor to identify swing patterns that cannot be seen with the human eye or video, ultimately accelerating game-improvement.

The K-VEST Certification Program will incorporate the new K-SWING Summary by K-VEST. The K-SWING Summary enables golf professionals, in real-time, to provide students with a detailed analysis through a printable report, simply by having the golfer take a few practice swings, indoors or outdoors on the range. In 60-seconds, K-VEST technology precisely analyzes the swing from alignment to impact, producing a swing summary report that highlights the most common swing faults, via red/green visuals. The visuals on the report are supported by a series of brief explanations that clarify the student's performance in each of the six key swing areas.

"John has established an extremely positive reputation throughout the golf instruction industry, and I am confident in his ability to lead our Certification Program, designed to further educate PGA Professionals on the importance of incorporating K-VEST into their lesson plans," said Tom Dusenberry, CEO, K-MOTION Interactive. - continued -

### **K-MOTION INTERACTIVE PROMOTES JOHN SCHEFFLER ... Add One**

"The K-VEST and the K-VEST Certification Program have allowed me to stay on the leading edge of swing instruction, and more importantly, has allowed me to help my students to the highest degree," said Chuck Cook, Top 10 PGA Professional.

K-VEST is currently being utilized by a stable of elite PGA Teaching Professionals and coaches, including David Leadbetter, Chuck Cook, Martin Hall, Mitchell Spearman, Todd Sones, Ron Gring, Kelli Kostick and Darlene Sommer, among others. Additionally, some of the top NCAA Division I Golf teams, including Oklahoma State, Arizona State, University of Florida, University of Illinois, University of New Mexico and more, are utilizing K-VEST to improve their recruiting and training programs.

The K-VEST Certification Program has two levels of certification for continued education, along with informative instruction manuals, nationwide marketing support, and continuous support from K-MOTION Interactive executives, among a wealth of other offerings. The program educates PGA Professionals/golf instructors on how to effectively use the system to accelerate game-

improvement while providing marketing assistance to help teaching professionals grow their business. For more information on the K-VEST Swing Certification Program, as well as a certification schedule, please log on to [www.k-vest.com](http://www.k-vest.com) or call 603.472.3519.

#### About K-GOLF

K-GOLF is the Golf division of K-MOTION Interactive (KMI) and developer of the K-VEST, a 3-D wireless golf instruction system that offers accelerated game-improvement solutions for golf instructors and their students. Specializing in easy-to-use software, the Company's products and services are pioneering the golf instruction industry, by enabling teaching professionals to teach more effectively and efficiently. K-GOLF is committed to supporting the continuing education of teaching professionals that utilize K-VEST through certification programs, marketing support, and business solutions that lead to enhanced ROI. For more information on K-GOLF, please visit [www.k-vest.com](http://www.k-vest.com).

#### About K-MOTION Interactive

K-MOTION Interactive, a leading sports motion analysis company specializes in developing wireless technology to objectively measure, analyze and improve the efficiency of human motion. The Company's mission is to bring innovative, affordable and easy-to-use 3-D technology to the sports and healthcare industries. For more information on K-MOTION Interactive please visit [www.k-motioninc.com](http://www.k-motioninc.com).