

DNA SPORTS TRAINER, LLC, INTRODUCES THE RING SWING TRAINER AS THE GOLF INDUSTRY'S FIRST BIO-MECHANICAL PROFESSIONAL SWING INSTRUCTION TRAINING SYSTEM

DNA Ring Swing Trainer Easily Instructs How to Bio-mechanically Develop A Better Golf Swing from Beginners to Low Handicap Golfers



TAMPA, FLORIDA, OCTOBER 29, 2015 – DNA SPORTS TRAINER, LLC, has announced the introduction of its innovative new DNA Ring Swing Trainer™ as a systematic, high-tech method to easily train golfers of all skill levels to perfect their golf swings. The revolutionary new and patented Ring Swing Trainer is the first of its kind to pattern a golf swing from leading PGA Tour Professional's swings and enables golfers of all swing types to truly experience and groove "that perfect golf swing" into their game.

Unlike other training aids that attempt to correct swing problems, the DNA swing trainer instructs and allows golfers to experience every aspect of an ideal swing, customized to their swing speed and degree of shoulder turn, while accommodating other physical factors unique to each golfer. Golfers will "groove" their ideal swing, repetitively, enabling them to create better shot making with complete confidence.

The DNA Ring Swing Trainer even provides golfers with the ability to strike golf balls and to immediately see the improved results from building their ideal swing. The student just "steps" into the Ring and then feels the natural starting process and follow-through of perfect shot execution.

The Ring Swing Trainer has been scientifically developed over several years at the University of Central Florida) and is the vision of longtime golfer and respected entrepreneur David Napolitano.

The genesis for the Ring Swing Trainer was born out of Mr. Napolitano's years of lessons from PGA golf professionals and his personal frustration with trying to interpret the many divergent concepts being taught to him into a perfectly executed swing. "The real idea for the Ring Swing Trainer resulted from being taught so many different methods to learn the golf swing, all the while attempting to adapt what was being taught both mentally and physically...it became a too challenging a process in which I experienced no "real" positive results and I knew that I was not alone in my desire to feel that perfect groove"; said Mr. Napolitano.

“He knew there just had to be a better, more scientific and simpler approach to learn the bio-mechanics of the golf swing. I essentially had had enough lessons and wanted to learn and experience first-hand what a true and perfect golf swing feels like”.

David’s experience led to an exhaustive search for the right team of bio and mechanical-engineers, selection of the appropriate professional golfer’s swing to replicate and the right team of knowledgeable golf business industry people to help bring Napolitano’s concept to reality and now, for the first time, to market.

“What started out to be ‘theory’ has now resulted in a true systems approach that when married to the leadership and guidance of PGA golf professionals will shorten the instruction cycle among beginning, intermediate and seasoned golfers”; stated Mr. Napolitano. “It is our intention to make the DNA Ring Swing Trainer the standard in conducting golf swing instruction throughout the golf industry”; he added.

The Ring Swing Trainer will initially be sold to golf courses, golf course management groups, and to leading golf instructors throughout North America as a means to not only teach the golf swing, but to add a dynamic new revenue stream to their businesses.

The DNA Ring Swing Trainer, manufactured in the U.S., will make its industry debut at the 2016 PGA Merchandise Show in Orlando, Florida, where it will be unveiled and demoed to the golf industry.

DNA Sports Trainer, LLC has recently appointed Tampa based Schifino Lee as it’s advertising and branding agency. Scott Paul is the account executive responsible for the DNA Sports Trainer business.

ABOUT DNA SPORTS TRAINER, LLC:

DNA SPORTS TRAINER, LLC, is a privately held Florida LLC, sports technology company. DNA Sports Trainer has developed and patented the first bio-mechanical Ring Swing Training device that instructs beginning, intermediate and advanced golfers how to perfect their golf swings to be in harmony with their body mechanics while at the same time not allowing distracting and conflicting thought processes to enter into the training procedure. A more perfect golf swing makes for a better playing and scoring performance while making the game of golf more enjoyable to the masses. The exclusive Ring design is made to ergonomically replicate and instill a better grooved swing as it is patterned from one of today’s leading Tour professionals. The company plans to introduce its patented technologies into the sports of Tennis, Baseball and Hockey.

ABOUT SCHIFINO LEE:

Schifino Lee is a national advertising and branding agency with a proven track record for building brands through integrated communications in digital, traditional, experiential and social media. Schifino Lee clients include Westshore Pizza, Tampa Bay Sports Commission, Tampa’s Lowry Park Zoo, Gerdau, M.E. Wilson and Vigo Importing/Alessi, For more information, visit www.SchifinoLee.com

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