

About the Founder/CEO

Rick Plank is the founder and CEO of eSwing Golf Technologies, based in Seattle, Washington. He is a graduate of the U.S. Naval Academy (BS, 1971) with strong analytical skills in math, science and engineering. He is a former Naval Aviator with extensive theoretical and hands-on experience using underwater acoustics to locate and target enemy submarines from an anti-submarine warfare (ASW) helicopter. This expertise led to development of ultrasonic sensor technology in eSwing's design. He's also an attorney and an avid, single digit handicap golfer.

After his Naval service and prior to founding eSwing, Rick spent two years in private law practice, then worked in the commercial aerospace business for Boeing Commercial Airplane Group (Regional Director - Contracts and Sales), GE Capital Aviation Services (Vice President - New Aircraft Programs), Labinal (Director Sales and Marketing), and Alaska Airlines (Manager - Contract Management).



eSwing's Drivin' Range



eSwing Golf Technologies, LLC

WA Limited Liability Company
Incorporated in 2007

eSwing Golf Technologies, LLC
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Seattle, WA 98136

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(206) 619-2266



eSwing Golf Technologies

Your passion. Our business.



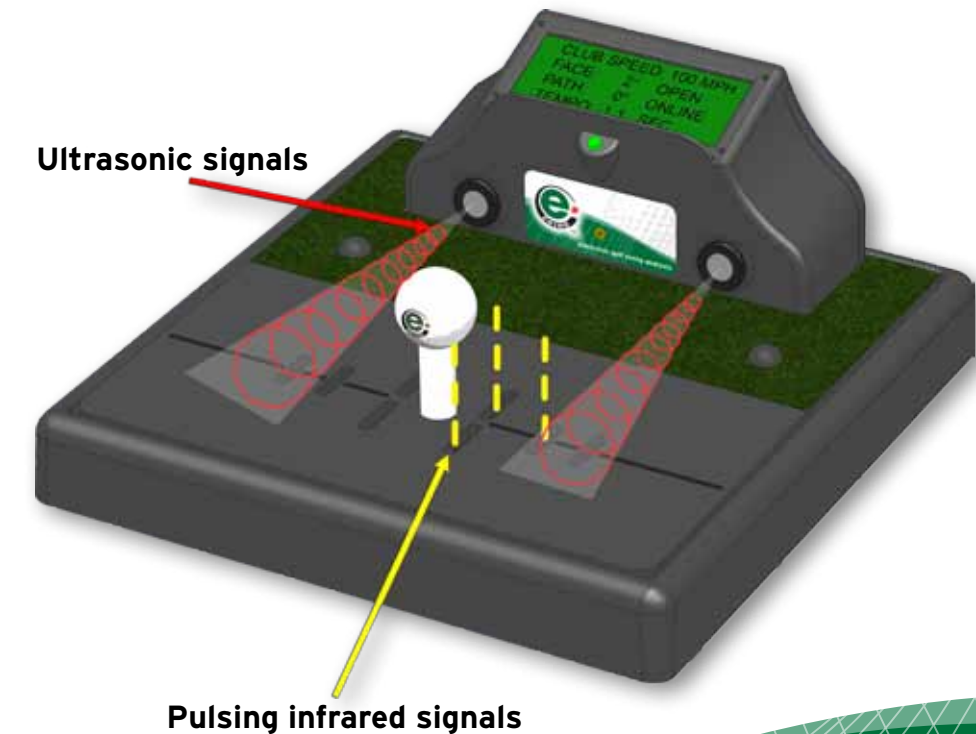
With **eSwing** you can practice anywhere,
anytime, indoors or outdoors.

eSwing Patented "Opto-Acoustic" Technology

The eSwing Analyzer incorporates patented "opto-acoustic" technology to precisely measure club head position and movement at impact.

- The "opto" (light) element of eSwing's technology includes arrays of pulsing, high power infrared (IR) LEDs and unique IR filtering. IR sensors are used to measure club speed, face angle and swing tempo at impact, even in bright, ambient sunlight outdoors.
- The "acoustic" (sound) element of eSwing's technology measures club path angle with two high frequency ultrasonic sensors that transmit and detect reflected sound energy (as an echo) from the club head as it passes in front of each of the transducers.

The U.S. Patent and Trademark Office issued a Utility Patent (No. 7,329,193) in February, 2008 recognizing eSwing's unique technology.



eSwing Target Markets

The eSwing Analyzer provides every golfer an accurate, affordable and portable solution to develop a better golf swing, which will be especially attractive to:

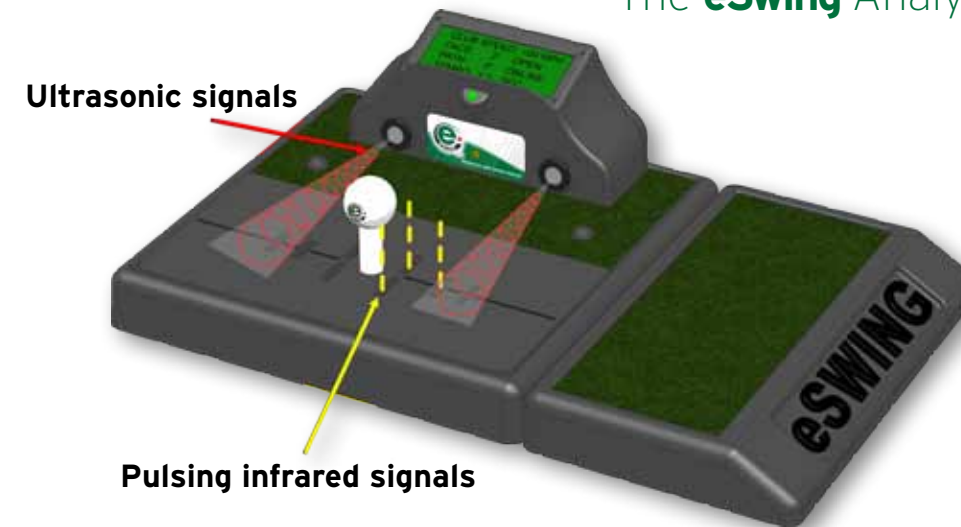
- Teaching Professionals
- Club Fitters
- Driving Range Operators
- Avid Golfers
- Virtual Golf Gamers
- High School and College Golf Teams

The eSwing Simulated Ball Flight

3D simulated ball flight trajectory for each shot is displayed on a connected (either wirelessly or by USB cable) PC, laptop, or smart mobile device to the eSwing Analyzer.



The eSwing Analyzer



The eSwing Analyzer (\$1,495 MSRP) is the next best thing to having a live-in golf coach. Any golfer's swing can be improved using precise swing data captured at impact by the eSwing Analyzer.

The built-in LCD display provides immediate feedback for the player about club head position and movement at impact, including:

- Swing Tempo (+/- 1/10 sec)
- Club Speed (+/- 1 mph)
- Face Angle (+/- 1 degree)
- Club Path Angle (+/- 1 degree)



The eSwing Launch Monitor

An integrated, photo-based Launch Monitor (also \$1,495 MSRP) is an optional accessory but sure to be a "must have" for high-end teaching professionals, club fitters, and low handicap amateurs.

The eSwing Launch Monitor measures:

- Initial Ball velocity (+/- 1 mph)
- Launch Angle (+/- 0.5 degree)
- Spin Rate (+/- 50 rpm at nominal driver spin rates)

The Launch Monitor enhances simulated 3D ball flight trajectory provided by the eSwing Analyzer by measuring actual initial ball flight parameters. The eSwing Analyzer provides estimations of ball launch data based on the player's selected club, measured club head speed, and impact (of an ideal golf swing). Functioning together, the eSwing Analyzer and Launch Monitor provides a more accurate 3D trajectory simulation.



The eSwing Stance Base

eSwing's Stance Base (\$249 MSRP) is available as an optional accessory for use where stance mats are not available. The Stance Base is 42 inches by 42 inches by 2 inches high. Without a driving range mat or eSwing Stance Base to use, a golf ball teed up on the eSwing Analyzer will be at least two inches above the player's feet.

Online eSwing Member-Subscriber Account

With a secure online eSwing Member-Subscriber account, members are able to review past practice sessions. Shot data are collected and saved in a secure database and are accessible to the player with Internet access. The Member-Subscriber account provides player access (or shared access, as desired) to analytical tools to review stats, print reports and set benchmarks for individual improvement goals. Annual subscription fees (first year free for eSwing Analyzer purchasers) will average about \$100/year with several payment plans (monthly, quarterly, semi-annually and annually) available. The eSwing Analyzer owner can also sponsor family and friends as additional eSwing Member-Subscribers at a 50% discount of normal subscription fees.

The Future with eSwing

The eSwing Analyzer will drive rapid development of unique future capabilities and functionality, including cyber instruction, custom metrics and swing analytics to establish and track personal improvement goals, and cyber competition.

eSwing will also offer to its Member-Subscribers the opportunity to play virtual golf online with golf buddies, anywhere in the world, on high quality 3-D rendered golf courses, unconstrained by miles of separation, money, time of day, or weather. This feature is expected to be fully functional by August, 2013.

In summary, the eSwing Analyzer and Launch Monitor competes head-to-head with other golf swing and launch monitor equipment available today. Most other products cost thousands of dollars more than eSwing's hardware. The eSwing products offer an unmatched cost/benefit value!