



BioMech Expands Distribution in Europe

Warwick, Rhode Island, USA (June 2, 2016) - BioMech Golf Equipment, a division of BioMech Sports, today announces expanded distribution across Europe through a partnership with SnapHook.Golf, a UK-based golf retailer and distributor.

BioMech's flagship product is the AccuLock ACE putter, which was introduced last year to acclaim from amateur and professional golfers alike. Invented by scientists, professional sports instructors, and design engineers who love golf, the AccuLock ACE™ was scientifically designed to optimize the physiology and physics of the putting stroke and make putting natural, easy, healthy, and consistent.

Putting is a complex body movement and the AccuLock ACE simplifies that motion. The AccuLock Putting System takes much of the thinking and extraneous movement out of the stroke, resulting in better alignment, setup, motion, and ultimately better putts.

BioMech and Snaphook will be expanding distribution channels across Europe in response to strong consumer interest and growing demand "BioMech approaches golf from another perspective," says SnapHook co-founder Richard Betts, "which sets it apart from the traditional equipment manufacturers. It is precisely this difference that attracted us to BioMech and its product portfolio, the opportunity to help golfers improve their game and increase their enjoyment of the sport we all love."

"At BioMech we start with the golfer's biology, then translate that functionality into the design and advanced technology of our products," explains Dr. Frank Fornari, one of the ACE's inventors and BioMech's founder and CEO. "We are very excited about our partnership with the SnapHook team. We looked for a company that supports and distributes technologically driven products with experience in the European golf community. SnapHook is exactly that and more. We hope that Europeans will embrace and enjoy the products, make more putts, and have more fun."

Several PGA Tour players are already using the ACE at Tour events. The first was Heath Slocum, who says of the ACE, "It just feels natural and more athletic. To me, it's easy and makes sense."

The AccuLock ACE putter is also turning up on other professional golf tours: It helped Japan Golf Tour superstar Shingo Katayama to a top-10 finish at The Crowns tournament in



Aichi, Japan. The ACE has also been featured in the *Wall Street Journal*, *Forbes*, *Golf-week*, *Golf.com*, and *Golf Channel*, among other media outlets.

The ACE is available direct to consumers online at SnapHook Golf's website (www.snaphook.golf), with shipping to all 28 EU countries, for a retail price of £299. Resellers need to contact help@snaphook.golf to set up an account.

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ABOUT BIOMECH GOLF EQUIPMENT

Founded by scientists and design engineers credentialed in the biological and physical sciences, the company utilizes functional and clinical anatomy, physiology, and physics to optimize the motions critical to golf. BioMech designs, develops, manufactures, and distributes innovative golf equipment and the corresponding educational and instructional materials that enrich every player's golf experience. Learn more about BioMech and its products on the Company's web site: www.biomechsports.com

ABOUT SNAPHOOK

SnapHook.Golf is an online golf equipment retailer and distributor based in the UK, covering all mainland Europe golfing markets using a field based sales team to work with pro shops and retailers. Snaphook specializes in products that offer a unique perspective on the golf equipment market and break away from the traditional manufacturers' products.

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