

FOR IMMEDIATE RELEASE

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Advanced Motion Measurement, Inc. announced today that Phil Cheetham has been appointed CEO.

Phil Cheetham is the new CEO of Advanced Motion Measurement Inc. He is one of the original founders of AMM and the original developer of the AMM 3D-Golf swing body motion analysis software, which was recently upgraded to include the TPI 3D biomechanical analysis protocols (co-developed with Titleist Performance Institute of Oceanside, California).

Phil says, "I am very excited to be stepping into the lead role for AMM as I believe that, having worked with Dr. Greg Rose and Dave Phillips of the Titleist Performance Institute for that last several years, I have an excellent vision of where golf fitness, 3D motion capture and biomechanics of the golf swing are going in the next few years. To all our clients; you are in the midst of a paradigm shift in 3D golf swing analysis and training; get ready for an exciting future!"

AMM develops and sells full-body 3D motion analysis systems for diagnosis and training of efficient body motion in the swing. The systems run on electromagnetic, inertial or optical motion capture platforms and incorporate the comprehensive biomechanics reports called TPI 3D. TPI 3D has been jointly developed by Greg, Phil and the TPI Biomechanics Advisory Board to revolutionize and standardize the way that 3D biomechanics is used to measure and train the efficiency of the body during the swing. Its primary purpose is to display and quantify the kinematic sequence; a scientific method of reviewing timing, sequencing and energy transfer from one body segment to the next. Performance enhancement is much easier to realize with this precise scientific data.

For more information, please contact Phil Cheetham at 602-263-8657. For more on AMM and TPI 3D systems please visit www.amm3d.com and www.mytpi.com.