



sports · entertainment · media

Woosnam Signs With HeartMath®

2006 European Ryder Cup Captain, Ian Woosnam, has announced he will be using HeartMath® techniques to help him cope with the pressures of the year ahead.

HeartMath® is a unique system consisting of scientifically validated techniques and programs for personal resilience and stress reduction. This system was created by the Institute of HeartMath in California, and brought to the UK by Hunter Kane, their exclusive UK licensee.

The techniques are particularly distinctive in that they are underpinned by 15 years of rigorous scientific research and are exceptionally effective for reducing anxiety and improving personal performance. Essentially, HeartMath enables people to directly influence and manage their internal physiological state thereby creating the preconditions for peak human performance.

Hunter Kane have taken the HeartMath techniques into some of the world's leading companies including Shell, BP and Unilever, as well as delivering programmes into Education, the London Business School, Local Government and the wider Corporate Sector.

1991 Masters winner, Ian Woosnam, enthused, "I have been trialing the HeartMath techniques and they have made a huge difference to me. I am sleeping better and feel calmer in stressful situations. It has also helped me cope with the effects of jetlag. I wish I had known about HeartMath earlier in my career and am confident it will help me with the pressures of the year ahead. At first it sounded a bit complex but it has been remarkably easy to learn and to put into practice. My Opening Address at the K Club will set the tone for the week for the whole team and I think HeartMath will be instrumental in keeping me calm for that key moment."

Chris Sawicki of Hunter Kane said, "We are thrilled to have Ian Woosnam using HeartMath in what is one of the most important years of his career. It was very important to us that Ian believed in the product 100% and very rewarding for our team that he is enjoying the benefits so wholeheartedly. The techniques provide a dual benefit. They can be used to counteract the effects of pressure or negative emotions in the immediate environment or moment, such as the golfer facing a pressure putt, and they also provide long term benefits through rebuilding the body's natural energy reserves. This results in substantially enhanced feelings of well-being, energy and confidence as well as improving personal health and should be a great advantage to him and his team this year."

The HeartMath® system includes the award-winning Freeze-Framer® interactive feedback software and consists of a complete learning system supported by clearly defined emotion-refocusing techniques.

**For further information, please contact Clive Hyland via email, clivehyland@hunterkane.com or Michele Mair at mmair@imgworld.com.
Website: www.HunterKane.com**

March 2006

About Hunter Kane

Hunter Kane is one of the UK's leading companies delivering performance-improvement and stress-management programmes, and has trained more than 7,000 people in "Peak Performance" in the last six years. Its corporate programmes have been delivered throughout Europe, Asia, the Middle East, Africa, Latin America and the USA.

About HeartMath

HeartMath LLC is a cutting edge performance enhancement firm providing a range of unique programs, products, and technologies designed to boost performance, health and well-being while dramatically reducing stress. HeartMath research studies have been published in peer-reviewed medical journals, and HeartMath has earned global recognition for its scientifically-validated techniques and health-enhancing proprietary technology. Their award-winning products are sold in more than 50 countries, they train more than 50,000 people per year around the world, and their programs are delivered through partners in the UK (Hunter Kane), the Netherlands, France, Sweden, Australia, and Korea. Major clients include BP, Unilever, NASA, Boeing, and major educational and health care institutions in the US and UK.

About IMG

IMG is the world's premier Sports, Entertainment and Media Company. IMG is a diversified global business with 2 major business segments: IMG Sports and Entertainment, and IMG Media, which includes its TWI subsidiary. IMG employs over 2,000 people in 30 countries. Forstmann Little & Co. purchased IMG in 2004. More information about IMG is available at www.imgworld.com