



Swim Coach Direct

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Swim Coach Direct, an online swim training service that offers swimmers and coaches the most current training techniques combined with personal interaction with experienced coaches, and Dartfish, provider of exclusive television and Internet footage and sports analysis technology for major broadcasters and international sporting events like the 2008 Olympic Games in Beijing, as well as breakthrough training applications for sports, today announced a strategic partnership.

Swim Coach Direct's expert coaching team will use Dartfish technologies to analyze swim videos for Swim Coach Direct members. Dartfish's comprehensive patented state-of-the-art video training technology and interactive imaging software applied to swim stroke mechanics enables swimmers to improve performance. Swim Coach Direct will also be using the new Dartfish.tv web sharing platform to deliver expert swim analysis and demonstration training modules to their members.

With over 35,000 installations across the globe, Dartfish is setting the standard for video analysis worldwide in every sport. 90 percent of the U.S. Olympic teams have chosen Dartfish for their video analysis training needs. At the team level, Dartfish software currently is in use by teams in the National Football League, Major League Baseball and hundreds of college and high school teams in every sport nationwide. Dartfish technologies and products are recognized widely in the sports world for performance-enhancing training applications, exclusive televised broadcast footage and interactive Internet content. Dartfish has once again been chosen by NBC Olympics to provide technical and analytical enhancements at the 2008 Beijing Olympic Games.

Ken DeMont, coach and founding partner of Swim Coach Direct said "Dartfish will allow our coaching experts to provide a unique service to Swim Coach Direct members. With Dartfish we can be on deck with each swimmer no matter where they are located and offer instruction to improve their stroke mechanics." Don Swartz, coach and founding partner of Swim Coach Direct added "We give our members the benefit of the same technologies used by Olympic and collegiate swimmers so that each Swim Coach Direct member can maximize his or her performance."

Ron Imbriale, Senior Vice President, Dartfish USA comments that "Dartfish is delighted to partner with Swim Coach Direct. We are particularly excited to be able to help competitive swimmers improve their skills and performances. We believe that organizations that provide services like Swim Coach Direct provide a very valuable service to these athletes."

For more information about Swim Coach Direct, please visit www.swimcoachdirect.com, or contact us by email at feedback@swimcoachdirect.com, or phone 415-472-8408.