

FOR IMMEDIATE RELEASE

Nick Gillingham MBE supports the Pool-Mate Swimming Computer

14th December 2009, Wraysbury, UK

Swimovate Ltd are proud to be working with Double Olympic medallist Nick Gillingham MBE to promote the Pool-Mate swimming computer.

The Pool-Mate is a unique speed and distance computer for swimmers of all abilities. It automatically counts their laps and strokes and many other parameters including their calories burnt and efficiency. The watch is completely automatic and uses state of the art accelerometer technology to give the swimmer comprehensive feedback about their swim sessions. It is a major leap forward in technology and is being snapped up by swimmers and triathletes in over 40 countries all over the world.



Lisa Irlam, CEO of Swimovate says "We are delighted to be working with Nick. He is so well known and respected in the swimming world, both as a swimmer and a coach. It's an honour to have his support. 2009 has been a great start for Swimovate and we are really looking forward to 2010. The endorsement from Nick will give us a kick start."

"From my perspective as a development coach who often has limited time with each of my athletes the Pool-Mate is a great tool for helping to manage and track performance. It allows me and my athlete to know at the end of the session what they have really done. It is simple to use, cost-effective and really helps those who are seeking to improve their swimming technique with immediate feedback." adds Nick.

The Swimovate team have spent the last two years developing and testing the watch. Having experience developing consumer electronics they wanted to start a business that tied in with their hobbies of swimming and triathlon and saw a gap in the market for electronics training aids for swimmers. With their past experience in electronic design and manufacture they knew they had the potential to make a successful product and decided to give it a go. The Pool-Mate has been a best seller all over the world in the run up to Christmas. The Swimovate team are astounded by their success so far. "The Pool-Mate really seems to be the product swimmers have been waiting for!" says Lisa.

For more details, see Nick's Pool-Mate review video or to purchase the Pool-Mate visit <http://www.swimovate.com>. The Pool-Mate is available for just £69.99 plus postage.

Swimovate Ltd is a UK company run by swimmers and triathletes developing innovative, affordable electronic training products for sports. They are dedicated to finding workable solutions to training issues athletes of all abilities have. The Swimovate team have extensive experience in electronic and software design, development and manufacture worldwide.

Nick Gillingham MBE has stood on many podiums and knows what it takes to reach the highest level of success in a global sport. After a successful competitive swimming career Nick has been actively involved across all levels of swim teaching, coaching, mentoring and tutoring from his own swimming academy to working with government bodies to bring life changing success to disadvantaged young people through behavioural change strategies using the medium of sport as a catalyst.

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To find out more about Nick's swim academy as well as his courses and products contact Sports Communication Group Ltd telephone 01665 710 155 info@nickgillingham.com www.nickgillingham.com