



May 2007

**Europe's most successful coach by player victories releases his long awaited new DVDs**

May sees the launch of two eagerly awaited DVDs from PGA Master Professional Pete Cowen, Europe's most successful golf coach by player victories.

The list of players Pete has coached over the years reads like a Who's Who of European Golf: John Bickerton, Thomas Bjorn, Darren Clarke, Bradley Dredge, Simon Dyson, Richard Finch, Mark Foster, Ian Garbutt, David Howell, James Kingston, Paul McGinley, Jose Maria-Olazabal, Louis Oosthuizen, Hennie Otto, Brett Rumford, Charl Schwartzel, Henrik Stenson, Steve Webster, Lee Westwood, Oliver Wilson and Ian Woosnam.

**The Pyramid of Learning (An Advanced Swing Lesson)**

In this DVD Pete shares some of the secrets that have helped his players have so much success. Pete's 'Pyramid of Learning' will help you build a reliable golf swing and contains some great drills and exercises that will be appreciated by even the most experienced golfer. It really offers the golfer a unique insight into the golf swing and is unlike anything else you will have seen.

**The Ripple Effect (An Advanced Bunker Lesson)**

Pete is renowned for being an excellent bunker coach too, and in this DVD he shares the secret of "The Ripple Effect" and how by using this simple bunker technique you can finally start to achieve some control from the sand. Learn why your current bunker technique is flawed and why there is no such thing as a bad lie in the bunker just a less controllable lie.

## PRESS RELEASE - FINAL

The two new DVDs are available to buy by email [sales@dizzyheights.com](mailto:sales@dizzyheights.com) or by telephone +44 (0)208 977 4465 or from [www.dizzyheights.com](http://www.dizzyheights.com) and other leading booksellers, golf retailers, pro shops and golf outlets.

### **About Pete Cowen, PGA Master Professional**

Pete Cowen is recognised as one of the world's elite teaching professionals and in terms of player victories is the most successful coach on the European Tour. A former Tour champion himself, Pete established his reputation as a first class coach whilst Head Professional at the prestigious Lindrick Golf Club near Worksop. He has been Senior Coach to both the English Golf Union and the Yorkshire Golf Union and has recently joined the Golfing Union of Ireland's coaching team. He now spends most of his time travelling with his clients on the PGA European Tour or at his academies in Rotherham, Dubai and Belgium.

For further information about Pete Cowen, his players or his academies, see [www.petecowen.com](http://www.petecowen.com). 'Pyramid of Learning™', 'The Ripple Effect™', 'The Spiral Staircase™' are trademarks of the Peter Cowen Golf Academy.

### **About Dizzy Heights (UK) Ltd**

Dizzy Heights (UK) is the producer of a range of innovative game improvement products designed in conjunction with some of the best coaches in the game they include; Pocketshots™ golf lessons - folding pocket lessons you can take anywhere with you; Pocketshots Video™ lessons that you can download to your PC, iPod® or Mobile Phone and the new range of DVDs from Pete Cowen, Europe's most successful golf coach.

'Pocketshots™', 'It's like having a professional in your pocket!™' and 'take your game to the Dizzy Heights™' are trademarks of Dizzy Heights (UK) Ltd.

**For more information contact:**

[www.dizzyheights.com](http://www.dizzyheights.com)

Laurence O'Toole

E: [laurence@dizzyheights.com](mailto:laurence@dizzyheights.com)

Dizzy Heights (UK) Limited

T: + 44 208 977 4465 M: + 44 7770544975