



**AIMPOINT® WINS THE 29TH ANNUAL SPORTS EMMY® AWARD
FOR TECHNICAL ACHIEVEMENT**

Celebration, FL – April 29, 2008 – The National Academy of Television Arts and Sciences awarded AimPoint the George Wensel Technical Achievement Award at the 29th Annual Sports Emmy Awards presented April 28th at Lincoln Center in New York City. The award is for a technical innovation in 2007 that is extraordinary and enhances the broadcast for the viewer.

AimPoint Technologies' proprietary putt prediction software is used live by the Golf Channel in many of its PGA and LPGA broadcasts to show the viewer the optimum path a player's putt must follow for the ball to go into the hole. It also shows exactly where the golfer must aim for a successful putt and gives the total amount of break for the putt. As the player putts the viewer can see how close the actual putt is to the optimum putt, represented by a blue line.

"This is an exciting day for our company," commented AimPoint's President, Mark Sweeney. "The partnership we've established with Vistas, GreenScan 3D and the Golf Channel is highly collaborative and we appreciate Mutual of Omaha's commitment to the innovative graphics." The predictive putt information is provided by AimPoint Technologies and inserted virtually into the broadcast by Vistas Unlimited, Inc. Mutual of Omaha sponsors AimPoint on the Golf Channel.

Other nominees for the George Wensel Technical Achievement Award included Draft Track on ESPN NASCAR, CBS Swing Vision, Sport Science Laboratory on Fox, and Jim Nantz Remembers Augusta – The 1960 Masters on CBS for color restoration and colorization.

Owned by Mark Sweeney, AimPoint Technologies is based in Celebration, FL and has developed the most accurate putt prediction software in the world. They also train PGA TOUR players on green-reading techniques and performance optimization based on their ShotLink® statistical data. Examples of AimPoint and other products are available on its website, www.aimpointgolf.com.

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