



Former Olympic boxers Steve Pagendam; left; and his brother Jamie have endorsed as well as invested in the Wrist Rite; a product designed to help golfers solve the problem of breaking their wrists at the point of impact.

Olympic boxers are swinging in a different direction

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ST. CATHARINES -- Jamie Pagendam is convinced he has found the cure for his ailing golf game. So convinced that the former Olympic boxer not only endorses the Wrist Rite he has invested in and is now employed by the company that designed it.

"This product will improve your game instantly," said Pagendam, who competed at the 1988 Seoul Olympics. "The biggest problem in golf today is the break down in the mechanics in the lead wrist and the Wrist Rite has the ability to alleviate that problem by restraining the lead wrist from cupping or bowing at impact."

"It has provided me with an added power and accuracy that I thought I would never attain on the golf course," added Jamie's brother Steve, himself also an Olympic boxer who fought at the 1984 Games in Los Angeles and also an investor in Kiko Products Inc.

"Jamie and I are still swinging, just in a new direction."

The Wrist Rite sells for \$29.95 and is designed to slide inside a golf glove and can be used by men, women or children and worn on the left or right hand. It's expected the product will be available soon at area driving ranges and pro shops.

"Not only will it help out with your swing, it will help you mentally and with course management," said Jamie, the company's Director of Sales. "If used properly, the Wrist Rite is designed to make you focus on every shot. You will hit the ball straighter and you will be thinking one shot ahead all the time.

"So, when you go to the 19th hole when you're finished a round of golf you'll have something to talk about. And you'll be less frustrated."

St. Catharines native Charlie Kingston is the president and founder of Kiko Products Inc. and designed the Wrist Rite to help with his own struggles on the golf course.

"I could hit the ball, it just didn't always go where I wanted it to," said Kingston. "Well, I'm a studier so I got all these books and after reading about 19 different books I found out that the number one problem in golf is breaking your wrist. It's not your shoulders or where your hands are or what you wear."

One of the books suggested taping an ice cream stick to the back of your hand to help with the problem of breaking your wrists so Kingston headed to the drawing board and came up with several prototypes before the final product which is completely manufactured and packaged in Canada.

Kingston is optimistic that the Wrist Rite will be the first of several products produced by Kiko Products.

"We are going to build an organization to do Canadian things for Canadian people," said Kingston.

For more information about the Wrist Rite visit www.kikogolf.com.