

## **How Golf Got Hipper Public Enemy's Brian Hardgroove Joins the Tempo Tunes Radio Roster**

SANTA FE, NM, April 22nd, 2013 – The game of golf just got hipper. Mike Boyko, co-founder of Tempo in Motion, a new sports performance company, announces the addition of Brian Hardgroove to the company's Tempo Tunes Radio roster. Hardgroove, a member of the legendary hip-hop group Public Enemy, which just has been inducted into the Rock and Roll Hall of Fame. Brian has done productions that include Chuck D (Public Enemy), Steven Tyler & Joe Perry (Aerosmith), Marc Anthony, Supertramp and Fred Schneider (B-52's.) Hardgroove's participation to Tempo in Motion adds to the diversity of music Tempo Tunes offers.

Tempo Tunes Radio is a streaming Internet radio that offers hundreds of specially composed music tracks matched to the tempo of golf's motions. Through an easy to use website, golfers can select tracks that best fit their style and use them to refine their swing, smooth their rhythm and calm the mind. Voice prompts and a click pattern overlay the music, providing a rhythmic structure for the golfer's shot.

Research shows that music is an effective sports training tool. Co-founder Mike Boyko explains why Tempo Tunes Radio works. “Professional players know that music and rhythm have the power to improve performance on the field. Using the most current research, we developed an original system that provides click patterns, or auditory cues for movement, that prepare golfers for rhythmic transitions. Every song has a beat structure. Golfers can utilize the beat to help them focus on the movement, perfect it and make it repeatable. When you customize Tempo Tunes tracks to the actual player, like we do, training activities elevate to a whole new level. You get better results in competition by creating the perfect motion through pleasurable training.”

Tempo Tunes Radio has a continually expanding library composed by the best studio and touring musicians worldwide. Instrumental music in various tempos and genres is offered, including classical, country, rock, jazz, world and hip-hop. Once golfers know the tempo for their swings and shots, they can create and name custom playlists and listen to them anywhere.

The Tempo in Motion website is where it all begins. By uploading video of his or her swing, a golfer can test their swing tempo and select tracks to match it on Tempo Tunes Radio. The website also offers valuable tips from sports performance experts and golf professionals.

### **About Tempo in Motion,**

Tempo in Motion is a web-based company dedicated to improving golf performance. Through the website, golfers upload and test their swing tempo,

then select music best suited to their style from the Tempo Tunes Radio playlist. Tempo Tunes Radio offers a wide range of scientifically engineered music designed for practicing and improving golf motions. The mobile website plays your Tempo Tunes custom playlists on mobile devices, turning the devices into professional, take anywhere, rhythm and tempo tools.

Mike and Alina Boyko, founders of Tempo in Motion, developed this innovative system. A professional drummer, Mike has toured with A-list music groups. He is an avid golfer and a sports performance consultant. The Tempo in Motion brand is owned by B-Now Enterprises, a privately held corporation located in Santa Fe, NM. For more information, visit [www.tempoinmotion.com](http://www.tempoinmotion.com).

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