

Bag Boy Appoints General Manager

RICHMOND – March 20, 2002 – The Bag Boy Company today announced that it has hired Craig Ramsbottom as General Manager. Ramsbottom will be involved in all aspects of the day-to-day operations of the business.

Ramsbottom brings nine years of golf sales, marketing and management experience to the position. He began his career as a product-marketing manager for the Mizuno Golf Company in 1993. Three years later he was hired as the Director of Sales & Marketing for Lady Fairway. Four years after that he was hired as Director of Marketing for CHAMP.

“Craig will make an immediate impact within The Bag Boy Company,” comments David Boardman, President. “He has spent his entire career within the golf industry and has extensive experience in sales, marketing and business development.”

Ramsbottom holds a bachelor’s degree in Marketing – Professional Golf Management from Ferris State University and a master’s in business administration from the University of South Florida.

The Bag Boy Company was founded in 1946 and is recognized as an industry leader in the pull cart, golf bag and travel cover markets by providing outstanding customer service and dependable products for over 55 years. To learn more about Bag Boy or its products, log on to www.bagboycompany.com

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