

THE BAG BOY COMPANY NAMES GEORGE WEST OPERATIONS MANAGER

Richmond, Virginia, April 28, 2005... The Bag Boy Company®, a Division of Richmond, Virginia-based Dynamic Brands, and a leading designer and manufacturer of push/pull carts, travel covers and golf bags, today announced the hiring of golf industry veteran George West as Operations Manager.

In this position, West will be responsible for managing Bag Boy's business operations, including the customer service department, credit department, and sales initiatives.

"George brings a wealth of knowledge and experience to the Bag Boy executive team, and we expect his expertise will enable us to operate more efficiently when dealing with customers, vendors and consumers," said Craig Ramsbottom, President, The Bag Boy Company.

West comes to The Bag Boy Company after serving as an independent sales representative for several equipment, apparel and accessory manufacturers from 2002-2005. Prior to his stint as an independent sales representative, West worked for MacNeill Engineering/Champ Golf as the Sales Administration Manager. From 1992-1998, West was employed by Lynx Golf, Inc. serving as the Northeast Account Manager-Key Accounts in 1997-1998.

Dynamic Brands is the Parent Company for The Bag Boy Company, The Baby Jogger Company, and AMF Golf, incorporating three unique brand names under one corporate umbrella. The Bag Boy Company has been providing outstanding customer service and innovative products for over 58 years and has become an industry leader in the cart, travel cover and golf bag markets. The Baby Jogger Company, creator of the original jog stroller, has produced the finest quality jog strollers for the past 20 years establishing the Company as the most respected brand name in the industry. AMF Golf, a brand that has been a driving force in sports for over 50 years, offers a collection of high quality and value priced men's, women's and junior golf products. To learn more information about Bag Boy or its products log on to www.bagboycompany.com or www.amfgolf.com.

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