



DYNAMIC BRANDS UNVEILS SWING SETTER--PRACTICE CLUB IN PARTNERSHIP WITH DAVID LEADBETTER

Practice Club, Developed By Leadbetter and Manufactured By Dynamic Brands, Designed To Build A Consistent Golf Swing

Richmond, Virginia, February 2, 2005... At the 2005 PGA Merchandise Show, January 27-30, Dynamic Brands, the parent company for The Bag Boy Company, The Baby Jogger Company, and AMF Golf, debuted the Swing Setter practice club developed by renowned teaching professional David Leadbetter.

The Swing Setter, which incorporates the four fundamentals of the David Leadbetter teaching philosophy; Grip, Plane, Release and Tempo, Was designed with four unique components that enable golfers to build and maintain a consistent swing. The components include, a form molded grip featuring innovative fins and alignment guides for the pinky finger and thumbs that conveniently place a golfer's hands on the club perfectly every time; a plane pointer that acts as an extension of the grip and allows golfers to view their swing plane and maintain a consistent swing; an EZ See Club Face located just beneath the grip that enables golfers to easily see their club face position throughout the entire swing; and two adjustable magnetic resistant balls designed to promote a proper wrist motion on the backswing, and proper release point at impact. The Swing Setter provides golfers with visual, auditory and kinesthetic feedback. This sensory feedback allows golfers to develop the feel for a consistent, repeatable and powerful golf swing without conscious swing thoughts.

"Incorporating my years of teaching experience, I believe that we've developed a training club that will enable golfers of all levels and abilities to easily understand and improve their swing mechanics, making the game more enjoyable," said Leadbetter. "I am confident that the Dynamic Brands team will create a buzz around the Swing Setter as they bring it to market."

The Swing Setter training club was developed by Leadbetter, based on his expertise teaching golfers of all playing levels. Initial launch plans call for an infomercial to debut in early February, 2005, with the Bag Boy division of Dynamic Brands responsible for manufacturing, marketing and directing all sales and distribution of the product at retail.

"David Leadbetter sets the standard for PGA teaching professionals and we are excited to work with him on the Swing Setter innovation," said David Boardman, CEO of Dynamic Brands. "The prospect of a longstanding partnership with Leadbetter to manufacture his practice and training aids is equally exciting as we build the Dynamic Brands portfolio."

The Swing Setter is 36" long and weighs 20.5 ounces-- roughly 50 percent more than an average 5-iron, and has an SRP of \$135.
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Dynamic Brands Unveils Swing Setter...Add One

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 the Dynamic Brands family of products log on to www.bagboycompany.com, www.amfgolf.com or www.babyjogger.com .

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