

BAG BOY COMPANY® DEBUTS NXO SERIES GOLF BAGS WITH PATENTED GRIP-LOK™ TECHNOLOGY

Innovative Technology Locks Clubs in Place Preventing Them From Banging Together and Damaging Heads and Shafts

Orlando, Florida, January 27, 2005... The Bag Boy Company®, a Division of a Richmond, Virginia-based Dynamic Brands, and a leading designer and manufacturer of golf bags, push & pull carts and travel covers, today at the 2005 PGA Merchandise Show debuted the NXO Series Golf Bags, featuring patented Grip-Lok™ Technology. Available in three models, including an NXO Series Deluxe Cart Bag, NXO Series Plus Cart Bag and NXO Series Stand Bag, Grip-Lok™ Technology locks clubs in place, preventing them from banging around and damaging clubheads and shafts.

The NXO's Grip-Lok Technology incorporates 14 individual club sleeves, surrounded by five durable, soft rubber spacers, designed to securely lock clubs in place from the top of the bag to the bottom. This technology keeps club heads and shafts from banging together whether the bag is carried, rolled on a push cart or transported on a gas cart. In fact, even turned upside down, the clubs in the bag will not move.

"For golfers who want to keep their clubs in top condition, Grip-Lok Technology is arguably one of the premier innovations in the golf bag industry," said Craig Ramsbottom, President, Bag Boy Company. "This technology, combined with numerous other innovations offered in the bag, make the NXO Series unlike any bag line before."

Ramsbottom adds, "A new set of clubs today is a significant investment and Grip-Lok Technology allows golfers to conveniently protect that investment. Equally important, this technology allows for a very quiet walk or ride around the course, as golfers don't have to hear the constant banging of clubs."

NXO Series Deluxe Cart Bag

In addition to Grip-Lok Technology, the NXO Series Deluxe Cart Bag stands among the most expansive golf bags on the market, offering an array of golfer-friendly benefits. Among the features of the bag include a removable insulated, leak-proof cooler bag, with handle, that holds twelve 12 oz. cans. In addition, the NXO comes with Bag Boy's exclusive and patented Strap-Lok™ System, designed to help prevent the bag from twisting on riding carts.

Other highlights of the NXO Series Deluxe Cart Bag include two convenient putter sleeves featuring Grip-Lok technology; 12 functional pockets for convenient storage; and a tuck-away strap system designed to keep the shoulder strap hidden when not in use. The NXO Series Deluxe Cart Bag, which is available in solid Black, Black/Silver, Black/Copper, Black/Royal, Navy/Khaki and Navy/Pacific Blue color stories, has a suggested retail price of \$175 and includes a rain hood.

NXO Series Stand Bag

Also featuring the proprietary Grip-Lok Technology from Bag Boy, the NXO Series Stand Bag offers an array of amenities for golfers who like to walk and carry their bag. These include an Izzo™ Comfort Swivel Double Strap that combines with a sliding center attachment on the strap to allow golfers to adjust for comfort, or use it as a single strap. The bag also features reinforced impact resistant legs that can be secured when transported on a cart or when carrying the bag, and combine with an exclusive Bag Boy stand mechanism to provide effortless deployment of the legs. Other amenities include a cushioned hip pad for carrying comfort; an internal fur-lined valuables pocket and 6 functional pockets for storage. The NXO Series Stand Bag, which is available in solid Black, Black/Green, Black/Silver, Black/Champagne and Black/Pacific Blue color stories, has a suggested retail price of \$150.

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.