

BAG BOY COMPANY® UNVEILS FIRST-OF-ITS-KIND NXO REVOLVER CART BAG

Innovative 360° Revolving Top Design, Matched with Patented Grip-Lok Technology, Offers Easy Access To Each Club In The Bag, And Protects Clubs From Banging Together

Richmond, VA, October 18, 2005... The Bag Boy Company®, a Division of Dynamic Brands, and a leading designer and manufacturer of golf bags, push & pull carts and travel covers, today unveiled the NXO Revolver Cart Bag. A first-of-its-kind golf bag, the NXO Revolver features an innovative revolving top design that, combined with Bag Boy's patented Grip-Lok Technology, offers easy access to each club in the bag, while protecting clubs and shafts from banging together.

The NXO's revolving top design -- whereby the entire center tube component of the bag rotates 360° -- features a raised molded notch that allows golfers to easily twist the bag's inner storage compartment for quick access to each club in the bag. Also highlighting the NXO is Bag Boy's Patented Grip-Lok Technology, which incorporates 14 individual club sleeves, complemented by a new Shaft Lock System, 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, pushed on a walking cart or transported on a gas cart. In fact, even turned upside down the clubs in the bag will not move.

"We've now enhanced the NXO golf bag one step further through our rotating top design that allows golfer's to easily reach any club in their bag," said Craig Ramsbottom, President, Bag Boy Company. "By incorporating the rotating top design and our patented Grip-Lok technology into one bag, Bag Boy is providing golfers the ultimate in accessibility and club protection."

In addition to Grip-Lok Technology, the NXO Revolver 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 two cooler pockets, an oversized easy access ball pocket, expandable side apparel pockets and a fur-lined valuables pocket. In addition, the NXO Revolver comes with two convenient putter clips and Bag Boy's exclusive and patented Strap-Lok™ System, designed to help prevent the bag from twisting when on a walking or riding cart.

Other highlights of the NXO Revolver Cart Bag include 12 functional pockets for ample storage, molded handles for easy lifting, an umbrella holder, and a tuck-away strap system designed to keep the shoulder strap hidden when not in use.

The NXO Revolver Cart Bag, which is available in solid Black, Red, Royal Blue and Graphite, has a suggested retail price of \$225 and includes a rain hood and umbrella sleeve.

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 59 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. For more information on each division please visit www.bagboycompany.com and www.amfgolf.com.

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