

BAG BOY COMPANY® DEBUTS TRACTION FX STAND BAGS WITH PATENTED FLEX BOTTOM TECHNOLOGY
Revolutionary Flex Bottom Technology Allows Bag to Sit Flat in Any Position and Maximize Stability

Richmond, VA, September 1, 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 debuted the Traction FX Stand Bag, a revolutionary stand bag featuring patented Flex Bottom Technology -- enabling the bag to sit flat in any position, while maximizing stability.

Flex bottom technology incorporates an effortless stand mechanism that opens easily, securing the Traction FX on all surfaces, allowing the bag to sit flat at all times. Combined with reinforced impact resistant legs, golfers receive the ultimate in convenience and stability.

In addition to the Flex Bottom Technology, The Traction FX features a built-in rain cover conveniently located in the bottom ball pocket. This full size rain cover is completely water proof and includes a zippered opening to allow for shoulder strap use and easy access to clubs and pockets. The Traction FX also offers an array of golfer-friendly benefits including a quick access cooler pocket, spacious front ball pocket and an expandable apparel pocket.

"Our patented Flex Bottom Technology provides golfer's with a stable and functional stand bag," said Craig Ramsbottom, President, Bag Boy Company. "This technology, combined with reinforced impact resistant legs, makes the Traction FX bag the most stable stand bag on the market."

The Traction FX Stand Bag also features a 9" top with a 7-way club organizer and a raised divider to protect graphite shafts. Additional amenities 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 Traction FX Stand Bag, which is available in solid Black, Midnight/Royal, Graphite/Yellow, Graphite/Red and Graphite/Royal and Midnight/Orange color stories, has a suggested retail price of \$160.

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.