

Bag Boy® Introduces New Clip-Lok Stand Bag

RICHMOND, Va. — Showcasing unsurpassed innovation in golf bags, The Bag Boy Company is pleased to introduce its new Clip-Lok stand bag which locks clubs in place and prevents unnecessary noise and club damage during play. The new Clip-Lok was first unveiled at the PGA Merchandise Show in Orlando and immediately received rave reviews from PGA professionals and golf retailers.

Designed and manufactured by The Bag Boy® Company - golf's No. 1 name in golf bags, walking carts and travel covers - the new Clip-Lok stand bag combines Bag Boy's popular Clip-Lok Technology, which provides maximum club protection and eliminates club contact, with a lightweight stand bag design that is perfect for golfers who love to walk the course without the clatter.

"Offering Clip-Lok technology in a lightweight stand bag gives golfers the ultimate club protection and a quiet walk around the course," says Craig Ramsbottom, president of The Bag Boy Company. "Unlike other stand bags on the market today, the Clip-Lok stand bag offers far more than a lightweight alternative by incorporating several ease-of-use characteristics such as a shock absorbent, dual shoulder strap, and an ergonomically molded carry handle. All of which combine with our noise-reducing, club protection system to truly make the Clip-Lok stand bag the ideal choice for golfers who like to walk."

Available at green grass and retail locations nationwide, the Clip-Lok stand bag is outfitted with reinforced impact resistant legs for added durability and incorporates an effortless stand mechanism for easy transport around the course. The Clip-Lok Stand Bag also features a nine-inch, 14-way Clip-Lok organizer top with full length box dividers, 11 regular-use pockets including a fur-lined valuables pocket with waterproof zipper, an easy access insulated water bottle pocket, a Carabiner towel ring, an easy access Velcro® glove holder, a rain hood, and several multi-functional storage pockets.

The Bag Boy Clip-Lok stand bag is available in a variety of color patterns including black, black/royal/white, black/red/gray, black/orange/white, black/royal/gray, and black/apple green. MSRP \$139.95.

Founded in 1946, Bag Boy has become one of the most respected brands in golf by building a reputation for unmatched quality, unbelievable durability and unsurpassed innovation and design. Bag Boy designs, manufactures and distributes a full line of innovative golf bags, push carts, travel covers and accessories designed for a golfers' on-course convenience and comfort.

For more information about Bag Boy and Bag Boy products, visit www.bagboycompany.com.

Dynamic Brands is the parent company for highly successful golf brands such as Bag Boy®, AMF Golf and Slotline Golf. Having set the industry standard for more than 60 years, Bag Boy is an industry leader in the walking cart, travel cover and golf bag markets. AMF Golf features high quality and value priced men's, women's and junior golf products. Slotline Golf is one of the golf industry's all-time best selling putter brands and the industry pioneer for heel-toe weighting system in putters. For more information about Dynamic Brands, call 800.955.2269 or visit www.dynamicbrands.org.

MEDIA CONTACT:

John Meng
Meng & Associates Inc.
"Marketing That's Custom Fit"
P. 512.930.7100 F. 512.864.0033
mengassociates.com