

Bag Boy® Signs Meng & Associates

RICHMOND, Va. — The No. 1 name in golf bags, walking carts and travel covers, The Bag Boy® Company announces it has signed Meng & Associates Inc. of Austin, Texas, for public relations, brand support and web site development.

"Over the years, the golf market has become increasingly cluttered, yet Bag Boy remains an industry leader through our reputation for quality and our dedication to innovative design that spans more than 60 years," says Craig Ramsbottom, president of The Bag Boy Company. "We have a strong story to tell within the golf industry, and we wanted a marketing firm that specialized in golf equipment. Meng & Associates has an impressive track record and we are confident they will help us deliver our message to our trade partners, PGA professionals and the golfing consumer."

Specializing in brand building and public relations, Meng & Associates is a full-service marketing firm that has built strong relationships in the golf industry. As a part of that service, Meng & Associates also founded the Golf Gear Newswire (www.GolfGearNewswire.com), the industry's only on-line news service entirely dedicated to golf equipment and custom fitting.

"We're very excited about our new partnership with Bag Boy," says John Meng, president of Meng & Associates. "Bag Boy is clearly one of the world's most innovative companies in regards to product technology, and we're eager to help them continue growing and building their brand worldwide."

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 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.

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