

# Dynamic Brands

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## New 2009 Products Shine at Dynamic Brands Sales Conference

RICHMOND, Va. (August 12, 2008) — One of Virginia's leading manufacturers of golf products and accessories, Dynamic Brands welcomed sales representatives from around the world for its annual sales conference last week in Richmond, Va. The sales professionals received an exclusive sneak peak at the exciting new 2009 products for Bag Boy, AMF and the all-new Slotline Golf brands.

"Success in our industry is about standing out, not blending in," says Craig Ramsbottom, president of The Bag Boy Company. "The Bag Boy Company stands out with technology and innovations such as the Clip-Lok and Revolver golf bags and Navigator carts. Our new 2009 products push the envelope even further, and we anticipate a very positive reaction from our customers and the consumer."

### Slotline Golf

One of the most exciting introductions came with the new Slotline putter launch. Slotline technology revolutionized the putter industry in the 80's introducing Moment of Inertia (MOI) technology. MOI or the resistance to twisting, even on off center hits, is now the industry standard for putter design. The famous Inertial Putter sold more than one million putters, winning tour events around the globe, including the U.S. Open. The new 2009 Slotline putters — SL-700 Series, SL-500 Series and SS-300 Series — feature 14 all-new designs incorporating state-of-the-art technology and materials, such as forged aircraft-grade aluminum, CNC-milling, tungsten heel-and-toe weighting, anodized black finish, Slotline's legendary 'SLOT' and 'LINE' alignment aid and much more. When compared to golf's top selling putter brands, Slotline has some of the highest MOI ratings.

### Bag Boy

The No. 1 name in golf bag and golf cart innovation, The Bag Boy Company is launching several new products for 2009. A stand-out in this year's line-up, the Automatic push cart, features the only one-step folding frame on the market. The all-new Mini-GT push cart features an ultra-compact design. Both the Automatic and the Mini are equipped with the new smooth rolling G-Force wheel design offering the lowest course contact PSI rating of any cart on the market.

Bag Boy also unveiled an updated line of cart and stand bags at the sales conference with the focus on the new 2009 Revolver Pro cart bag, a deluxe version of the ever popular Revolver with added features such as a removable cooler pocket, two external putter wells and a quick access ball sleeve. Other product highlights include the retooled Clip-Lok cart bag and an ultra-lightweight OCB-15 cart bag.

### AMF Golf

For 2009, the AMF Golf product line will feature the popular ZXT line for men, women and junior players, and newly redesigned Sequence Hybrids, which provide a long iron replacement for almost any golfer.

"Both our international and domestic sales representatives were very excited about our new product offerings," adds Ramsbottom. "In some cases, these new designs and products represent years of hard work and creative engineering. We're excited to showcase these new designs to the market place."

In 2004, Dynamic Brands was established as the parent company for The Bag Boy Company, Baby Jogger Company and AMF Golf. In 2007, the company acquired Slotline Golf to join the already impressive golf line up. Today, Dynamic Brands continues to produce high quality, innovative products and unmatched customer service in each of its four companies located in Richmond, Va.

For more information about Dynamic Brands, visit [www.dynamicbrands.com](http://www.dynamicbrands.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 Bag Boy or Bag Boy products, call 800.955.2269 or visit [www.bagboycompany.com](http://www.bagboycompany.com).*