

American Heart Association Supports Bag Boy's Walk the Course Day

RICHMOND, Va. (September 15, 2008) — The American Heart Association is pleased to partner with Bag Boy® for the inaugural Bag Boy Walk the Course Day at The Crossings Golf Club in Glen Allen, Va., on September 27, 2008. The all-new event is raising awareness for fitness and cardiac health by encouraging golfers to experience the health benefits of walking the golf course.

During the Walk The Course Day, golfers who choose to walk during play will receive discounted green fees, free use of a Bag Boy push cart, and tee prizes that include: Golf Galaxy coupons, discounted rounds of golf at The Crossings, free membership to the Golf Gear Association and more. Plus, the event will offer free blood pressure checks, golf fitness tips from sports chiropractor and master golf fitness instructor Dr. David Berv, health information, several new product demonstrations and raffles for Bag Boy products and rounds of golf at The Crossings.

“We are extremely excited to have the participation and support of the American Heart Association for our Inaugural Walk the Course Day event,” says Craig Ramsbottom, president of The Bag Boy Company, the No. 1 name in golf bag and golf cart innovation. “We want to encourage golfers throughout the greater Richmond area to come out to The Crossings, see the latest push cart technology, and have a great day walking a fantastic golf course.”

Bag Boy push carts on display at the event will be available for sale at discounted rates. In addition, five dollars from every walker's green fee, \$20 from every Bag Boy push cart sale and all raffle ticket sales will be donated to the American Heart Association.

“Heart disease is the No. 1 killer in America and stroke is third,” says Becki Mann, vice president of the American Heart Association's Glen Allen office. “According to a Harvard Alumni study published in the *New England Journal of Medicine*, a person may gain two hours of life for every one hour of regular, vigorous exercise, like brisk walking and walking just 30 minutes a day can help reduce your risk of heart disease and stroke. Walking is a great way to make exercise enjoyable, and we support Bag Boy's efforts to shine a spotlight on these health benefits.”

The American Heart Association is a national voluntary health agency whose mission is to build healthier lives, free of cardiovascular diseases and stroke. Millions of volunteers and donors support AHA efforts every year, and AHA has invested almost \$2.9 billion since 1949 and \$147 million in 2006-07 in funding vital research to reduce disability and death from diseases of the heart and stroke.

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 golfer's on-course convenience and comfort. Bag Boy walking carts continue to evolve to include a complete line of products that are functional and easy to maneuver, providing a more comfortable and enjoyable walking experience.

For more information about The Bag Boy Company 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, The Bag Boy Company 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 The Bag Boy Company or Bag Boy products, call 800.955.2269 or visit www.bagboycompany.com.