

Dynamic Brands



For Immediate Release

Dynamic Brands Announces Acquisition of ForeFront Assets

Two Industry Leaders Join Forces to Offer Premium Golf Products

RICHMOND, Va. (May 18, 2009) – Dynamic Brands, the parent company for Bag Boy[®], Slotline[®], AMF Golf[®], Baby Jogger[®], and Protect-A-Bub[®], announced today it has acquired the assets of ForeFront Holdings LLC. These assets include industry leading golf brands Burton[®], Datrek[®], Devant[®], Sir Christopher Hatton[®], and Miller Golf[®]. The addition of these brands brings over 225 years of combined success to Dynamic Brands' already impressive line-up of golf products. The transaction was completed on May 18, 2009.

Burton, a name synonymous with superior craftsmanship, has been in existence for over 100 years and has been producing premium quality golf bags and accessories since 1923. Datrek, a leading supplier of innovative golf bags and accessories, is known for fashion forward designs and cutting edge features. Both brands' products can be easily embroidered for country clubs, tournaments, and corporate promotions.

For over 35 years, Devant has been the #1 towel brand in the golf industry. Its revolutionary image dye process produces customized towels with unmatched quality and durability. Sir Christopher Hatton produces the finest towels in the industry and can be found at leading country club and resort golf shops around the world. A key player in the golf accessory market since 1952, the Miller brand consists of a variety of customizable golf products such as bag tags, repair tools, ball markers and tees.

“The addition of these well respected brands allows us to better service our customers with high quality customized merchandise” said David Boardman, CEO of Dynamic Brands. “We are excited about the opportunities these brands present in meeting the needs of today’s golf professionals as well as our golf specialty retail partners.”

New Burton and Datrek products will be introduced in January 2010 at the PGA Show in Orlando and available for spring delivery. The Devant, Sir Christopher Hatton and Miller products will continue to be sold throughout the 2009 golf season.

About Dynamic Brands:

Dynamic Brands is the parent company for Bag Boy[®], Slotline[®], AMF Golf[®], Baby Jogger[®] and Protect-A-Bub[®], incorporating five unique brand names in the golf and juvenile products industries under one corporate umbrella. The Bag Boy Company has been providing outstanding

customer service and innovative products for over 60 years and has become an industry leader in the golf cart, travel cover and golf bag markets. Slotline Golf is one of the golf industry's all-time best selling putter brands and the industry pioneer for heel and toe weighting and the use of multi-metals in putter design. 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.

The Baby Jogger Company, creator of the original jog stroller, has produced the finest quality strollers for the past 20 years establishing the Company as the most respected brand name in the industry. Founded in 2000, Protect-A-Bub is a leading manufacturer of pediatric recommended sunshades and universal all-weather comfort juvenile products.

For more information about Dynamic Brands, visit www.dynamicbrands.net

Media Contact:

Michelle McLees
Public Relations Specialist
p.804.433.2284
mmclees@bagboy.com