

Dynamic Brands



For Immediate Release

Dynamic Brands Donates Golf Equipment to First Tee Richmond & Chesterfield

Proper Club Fitting is Essential for Juniors to Develop Good Golf Fundamentals

RICHMOND, Va. (June 9, 2009) – Dynamic Brands, the parent company for Bag Boy[®], Slotline[®] and AMF[®] Golf recently donated hundreds of AMF junior and adult golf clubs, Bag Boy golf bags, Bag Boy travel covers and practice accessories to The First Tee[®] of Richmond & Chesterfield.

“We are proud to be able to contribute to The First Tee’s mission in raising regional exposure to the game of golf,” says Craig Ramsbottom, President of Dynamic Brands’ Golf Division. Since 2001, The First Tee of Richmond and Chesterfield has served over 15,000 youth through its training and leadership programs. The First Tee of Richmond and Chesterfield is unique in that it is one of the only The First Tee sites that has 18 holes of championship golf, as well as a short par three course for beginners and juniors.

“Donated equipment is crucial to the program’s success since more than half of the juniors that come out are in need of equipment,” says Brent Schneider, Executive Director for The First Tee of Richmond & Chesterfield. In their outreach programs, that number increases to about 90%. Schneider also adds, “It is extremely important that juniors have the proper equipment to begin the game. When juniors begin playing golf with adult clubs or adult clubs cut down to a smaller size, it is almost impossible to develop good swing fundamentals. This donation makes it possible for participants to learn and coaches to coach with out having to worry about overcoming the obstacle of poor club fitting.”

AMF ZXT Junior Sets are designed specifically for junior swing profiles and include three series for boys and girls from ages 3 – 12. The metal woods and irons are cast from stainless steel and are 25% lighter than adult club heads. The irons feature an oversized undercut cavity design making them very forgiving on mis-hits. Junior Flex graphite shafts are used to help promote higher ball flight and allow the junior golfer to feel the shaft load/unload during the swing. The suggested retail price for AMF ZXT Junior Sets starts at \$99.95. For more information visit www.amfgolf.com.

About First Tee

The First Tee (www.thefirsttee.org) is an initiative of the World Golf Foundation, a 501(c)(3) nonprofit organization based in St. Augustine, FL at World Golf Village, home of the World Golf Hall of Fame. Its mission is to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. Since its inception in 1997, The First Tee has introduced the game of golf and its

values to more than 2.9 million participants in 49 states and five international locations – Canada, England, Ireland, New Zealand and Singapore. Former President George H. W. Bush serves as honorary chairman.

About Dynamic Brands:

Founded in 2004, Dynamic Brands is the parent company for a portfolio of premium brand name companies that are committed to the development of innovative, quality products and outstanding customer service in the golf and juvenile industries. Golf products offered through the company's Bag Boy®, Slotline®, Burton®, Datrek®, Devant®, Sir Christopher Hatton®, Miller Golf®, and AMF® Golf brands include walking carts, premium putters, golf bags, travel bags, custom image dyed and embroidered golf towels, bag tags and other golf accessories, and value priced golf clubs. Juvenile products offered through the Baby Jogger™ brand include every day strollers with the only one hand folding system in the industry along with 3-wheel joggers and all-terrain strollers. Protect-A-Bub® produces pediatric recommended sunshades and all-weather comfort juvenile products. Dynamic Brands' products are marketed in more than 50 countries worldwide. For more information about Dynamic Brands, visit www.dynamicbrands.net.

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