

Dynamic Brands



FOR IMMEDIATE RELEASE

Dynamic Brands Names Tom Hall CFO and Strengthens Staff with New Hires

RICHMOND, Va. (June 4, 2009) – Dynamic Brands, the parent company for Bag Boy[®], Baby Jogger[™], Slotline[®] and AMF[®] Golf, is proud to announce the hiring of Tom Hall of Richmond, Va., as the new Chief Financial Officer (CFO). Hall will oversee all financial aspects of the business units under the Dynamic Brands corporate umbrella. Hall will also have a special focus on strengthening the operational structure and supply chain for all the business units to support future growth.

Hall brings 27 years of combined financial and operations management experience to the Dynamic Brands' leadership team. He most recently served as the Chief Financial Officer for C. Forbes, Inc., where he was responsible for all financial, human resources and operations management for the company. Prior to that position, he served as the Vice President of Accounting Operations and then later the Vice President of Merchandising Administration for Heilig-Meyers Company.

“Tom’s extensive knowledge and experience in finance and operations management will be instrumental in positioning Dynamic Brands for future growth and new opportunities,” says David Boardman, CEO of Dynamic Brands.

Dynamic Brands is also proud to announce the hiring of Suzanne Abbot of Midlothian, Va., as product manager for The Baby Jogger Company; Yelix Pacheco of Glen Allen, Va. as product assistant for The Bag Boy Company; Lena Basham of Chester, Va. as a collection specialist for Dynamic Brands and Laura Hendrickson as a customer service representative for Dynamic Brands.

Abbot’s and Pacheco’s experiences will help strengthen the product development teams. Abbot comes to the Baby Jogger Company with experience in the juvenile products industry where she was the co-founder and marketing director for McKenzie Kids, Inc., an upscale line of diaper bags and travel accessories. Taking advantage of the Baby Jogger Company’s strength as a global manufacturer of juvenile products, Abbot will be responsible for launching a new line of baby accessories. Pacheco brings 14 years of market research, brand management and promotions experience and will focus on market research and managing the product development process.

Hendrickson's call center background and prior role as an operations manager bring more experience to the customer service team. Basham joins the collections team with knowledge and experience in information systems, accounting and client services.

"We continue to strengthen our staff in order to provide superior products and service to our customers," says Boardman.

About Dynamic Brands:

Founded in 2004, Dynamic Brands is the parent company for a portfolio of premium brand name companies that are all 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[®], AMF[®] Golf, Burton[®], Datrek[®], Devant[®], Sir Christopher Hatton[®] and Miller Golf[®] brands include walking carts, golf bags, travel bags, golf clubs, high MOI putters, custom image dyed and embroidered golf towels, bag tags and other golf accessories. Baby Jogger[™] is the original inventor and manufacturer of 3-wheel joggers and all-terrain strollers while Advance Mobility[™] manufactures all-terrain push chairs for children and adults with physical disabilities. 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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