



Burton announces unveiling of its 2010 women's golf bag line

RICHMOND, Va. (September 17, 2010) – Burton, a division of Dynamic Brands, debuted its 2010 collection of women's golf bags, featuring Siena, Verona and Milano, three distinct cart bag models that cater to golfers seeking the ultimate in style and functionality. In conjunction with the new product introductions, the Company also debuted www.burtongolf.com, a new website that highlights the new products and reinforces its commitment to re-establishing the brand.

The 2010 women's collection combines master craftsmanship with elegant style and a meticulous attention to detail that has been synonymous with the Burton brand since it was founded in 1907. Burton returns to the marketplace in style, as the new models encompass fashion forward designs that are offered in a breadth of color schemes and patterns, while providing functional options for female golfers who demand quality and style.

"We've incorporated the traditional Burton vision of quality and master craftsmanship with the latest technology to produce a line of bags beyond comparison," said Craig Ramsbottom, President, Dynamic Brands. "Female golfers who demand style and luxury, complemented with a functional design, will not be disappointed; this new line has it all."

Headlining the 2010 line is the luxurious Siena, an elegant cart bag crafted from premium materials and custom woven fabric, available in a wide range of color schemes. The perfect combination of fashion and functionality, the Siena features a 6-way fully padded Nubuck top with full length dividers, 8 functional pockets including a luxury valuables pocket and an oversized ball pocket.

The Verona is a stylish contemporary cart bag that offers a plethora of features to accent the sleek premium materials and 1680D ballistic nylon; designed for female golfers seeking the ultimate in performance characteristics. This model offers a 14-way fully padded mesh top with full length dividers, 10 functional pockets including a cooler, valuables and oversized ball pocket, a hidden umbrella well, and is stabilized by a traction base with molded supports.

Practical, with a vibrant design available in a variety of colors, the Milano cart bag is crafted from premium materials and custom printed fabric. The Milano offers a 6-way fully padded Nubuck top with full length dividers, 6 functional pockets including one for valuables and golf balls, a hidden umbrella well and a traction base with molded supports for added stability.

All golf bags in the collection are constructed with custom Burton interior lining and come with 4 matching headcovers, a matching rain hood, deluxe hardware and can be custom

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embroidered. The Siena cart bag is offered in Brown/Cream, Brown/Pink, Brown/Brown, Black/Red, Black/Blue and Black/Charcoal and has an SRP of \$279.95. The Verona cart bag is offered in Mint/Pearl, Light Blue/Pearl, Lavender/Pearl, Navy/Pearl and Black/Black and has an SRP of \$259.95. The Milano cart bag is available in Dark Brown/Green Print, Dark Brown/Blue Print, Dark Brown/Pink Print and Black/Charcoal Print and has an SRP of \$239.95. The Burton women's collection will be available at golf shops nationwide in fall 2010. For more information please visit www.burtongolf.com.

About Burton

Since 1907, when T.C. Burton began crafting the finest leather horse collars and harnesses anywhere, the name "Burton" has become synonymous with quality and workmanship. Soon after, Burton's company expanded its product line to include golf bags - not just any golf bags, but the finest in the world. Using the best materials, while paying the utmost attention to detail, Burton Golf has continued to grow and develop, never losing sight of its commitment to quality. Burton is owned by Dynamic Brands, a parent company with a portfolio of premium brand names 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®, Burton®, Datrek®, Devant®, and Sir Christopher Hatton® brands include walking carts, golf bags, travel bags, custom Image Dye™ 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.com.

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