



Devant Sport Towels announces debut of Pink Ribbon Collection

RICHMOND, Va. (September 22, 2010) – Supporting the fight to help eradicate breast cancer, Devant Sport Towels, a Division of Richmond, Virginia-based Dynamic Brands and the world's leading supplier of high quality custom sport towels, today introduced the Pink Ribbon Collection, while announcing that a portion of the proceeds from all sales will benefit breast cancer research at Virginia Commonwealth University's Massey Cancer Center.

Featuring the recognizable pink and white color schemes and the staple pink ribbon, the Pink Ribbon Collection includes three distinct products: the Edge™ golf towel, the Pro-Motion golf towel and the Gullywasher golf umbrella.

"This disease touches so many lives in our own community and around the world, and with October being Breast Cancer Awareness Month, it is a great opportunity for Devant to do our part and give back to such a worthy cause," said Natalie Thomas, Product Manager, Devant Sport Towels.

This collection is anchored by the pink/white Edge™ golf towel, which uses Devant's patented Image Dye™ technology to yield the sharpest, highest quality logo representation in the industry, while still keeping the lush feel of a jacquard woven towel. The Pro-Motion towel is a cotton woven towel with a sheared velour finish. The exceptional weaving process captures the pink ribbon logo in crisp detail. The collection also includes the Gullywasher golf umbrella, with a fiberglass shaft, non-slip molded grip handle and double canopy, offering superior wind resilience and protection from rainy weather conditions.

A portion of proceeds from all Pink Ribbon Collection sales will benefit breast cancer research at VCU Massey Cancer Center. Now available, the Gullywasher a 62" golf umbrella has an SRP of \$24.99, the 16" x 25" Edge™ towel has an SRP of \$14.99, and the 8" x 16" Pro-Motion towel has an SRP of \$4.99. For more information, please visit www.devantsporttowels.com.





About Devant

Devant 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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