



Burton[®] Officially Unveils Complete 2010 Golf Bag Line

Storied Brand Debuts Premier, Signature and Executive Series Models; Men's Cart Bag Models Combine Latest Performance Characteristics with Master Craftsmanship and Fashion Forward Designs

RICHMOND, Va. (October 14, 2010) - On the heels of introducing the women's line, Burton, a Division of Dynamic Brands and one of the most storied golf bag brands of all-time, today debuted its 2010 collection of men's golf bags, featuring the Premier, Signature and Executive Series.

The 2010 collection offers three distinct cart bag models for golfers seeking a stylish bag that blends superior craftsmanship with the most advanced performance characteristics available today. Burton's much anticipated new line continues to uphold its reputation for quality and innovation by utilizing the best materials, paying the utmost attention to detail; characteristics that have been synonymous with the Burton brand since it was founded in 1907.

"We are committed to maintaining the Burton legacy, and this new line reinforces the Company's mantra, 'Quality is Our Tradition,' as each respective model combines superior craftsmanship with style and innovation to meet all golfers' needs," said Craig Ramsbottom, President, Dynamic Brands.

Headlining the 2010 line is the luxurious Premier, a durable cart bag crafted from premium Ballistic Nylon and genuine leather, available in a variety of sophisticated colors. The perfect combination of style and functionality, the Premier features a 6-way fully padded velour top with full length dividers, 8 functional pockets including a luxury valuables pocket and an oversized ball pocket for ample storage space.

The Signature combines traditional Burton craftsmanship with contemporary features such as a 14-way fully padded mesh top with full length dividers and an insulated cooler pocket for today's golfer. Made of the finest materials available, the Signature offers a number of functional pockets including a luxury valuables pocket and ball pocket, along with a hidden umbrella well.

A classic model that blends plaids and rich earth tones with genuine leather accents, the Executive cart bag is crafted from premium materials and custom printed fabric. The Executive offers an 8-way fully padded velour top with full length dividers, 6 functional pockets including an oversized ball pocket and a luxury valuables pocket. Additionally, the Executive has a hidden umbrella well and a traction base with molded support for added stability.

All golf bags in the collection are constructed with custom Burton interior lining and feature genuine leather accents, premium hardware, a matching rain hood and can be custom embroidered. The Premier cart bag is offered in Dark Brown/Olive, Dark Brown/Dark Khaki, Black/Charcoal and Black/Black and has an SRP of \$279.95. The Signature cart bag is offered in Dark Brown/Light Khaki, Black/Navy, Black/Black and Black/Silver and has an SRP of \$259.95. The Executive cart bag is available in Dark Brown/Light Khaki, Dark Brown/Olive, Black/Charcoal Plaid, Black/Khaki Plaid and Black/Black and has an SRP of \$239.95. The Burton 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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