



For Immediate Release

Burton Has Added A Staff Bag And Den Caddy For 2012 Bags Available With Custom Embroidery

RICHMOND, Va., Aug. 15, 2011- With over 100 years in business, Burton continues to uphold its reputation for quality workmanship using the best materials while paying the utmost attention to detail. Burton expands its 2012 golf bag line-up with the release of a Staff Bag and Den Caddy.

Golfers of all handicaps can look like tour players with the new Burton Staff Bag available with multiple embroidery placement options. The 10 inch, traditional 6-way velour padded top has full length dividers to keep your clubs organized. Made of textured durable buffalo vinyl, the bag has plenty of storage with six pockets including two large side apparel pockets. The bag comes with a padded shoulder strap with velour underside and a D-ring for a dual shoulder strap attachment to make transporting the bag easy and comfortable.

The **staff bag** features Burton's premium hardware including custom Burton zipper pulls with YKK zippers and dual parallel stitching for added durability. The bag is a full tube construction and has a molded bag bottom. Available in black, the staff bag can be embroidered in four areas—ball pocket, two side apparel pockets or belly pocket. The staff bag has a suggested retail of \$249.

The **Den Caddy** is popular on the driving range to hold practice balls or in an office as décor. The Burton Den Caddy is a replica of the new Staff Bag, standing only 20 inches tall with a 10 inch top. Made of textured durable buffalo vinyl, the caddy can hold up to 24 dozen balls and has two pockets for additional storage. Custom embroidery is available on the belly pocket. The Den Caddy has a suggested retail of \$99.95.

"We are pleased to bring back into the Burton line two of the traditional golf products that Burton customers have been asking for," said Craig Ramsbottom, President, Golf Division, Dynamic Brands. "The Staff Bag and Den Caddy complete the line of Burton golf bags."

About Burton

Founded in 1907 by T.C. Burton, the Burton name in golf has become synonymous with quality and workmanship for more than a century. Known for using the best materials on the market and paying attention to the utmost details, Burton is one of the premier golf bag companies today. Burton is owned by Dynamic Brands, located in Richmond, Va. Also in the Dynamic Brands portfolio is BagBoy®, Datrek®, Devant® and Sir Christopher Hatton®. For information on Burton visit www.burtongolf.com or call customer service at 800.955.2269.

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