



**PGA**<sup>TM</sup>

2012 MERCHANDISE SHOW

# **Dynamic Brands**

**BagBoy**

**burton**

**DATREK**

**DEVANT**  
SPORT TOWELS

**SIR CHRISTOPHER HATTON**

## **IMMEDIATE RELEASE**

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### **DYNAMIC BRANDS TO EXHIBIT AT 2012 PGA MERCHANDISE SHOW AND SHOWCASE NEW PRODUCTS FROM BAG BOY, BURTON, DATREK, DEVANT AND SIR CHRISTOPHER HATTON**

Richmond, Va. – Dynamic Brands, the parent company of Bag Boy, Burton, Datrek, Devant and Sir Christopher Hatton, announced today they will be exhibiting at the 59th PGA Merchandise Show, Jan. 26-28, 2012, in Orlando, Fla. Dynamic Brands will use this year’s PGA Merchandise Show to debut its 2012 line of golf products which include new and innovative push carts, cart bags and a travel cover from Bag Boy, stand bags, staff bag and den caddy from Burton, a new women’s cart bag line and a travel cover set from Datrek, and premier custom towels by Devant and Sir Christopher Hatton. Dynamic Brands is the official golf bag merchandiser of the 2012 Ryder Cup and Devant is the official merchandiser of the 2012 Ryder Cup and PGA Championship.

“The PGA Show is a great opportunity for us to meet with our domestic and international customers and show them the depth of our entire product line,” said Craig Ramsbottom, President of Dynamic Brands Golf Division. “With multiple brands under one umbrella Dynamic Brands offers the advantage of working with one company for golf bags, push carts, travel bags and accessory needs. Bag Boy has been supporting the PGA Show since its inception 59 years ago. We look forward to a very productive show in January.”

Dynamic Brands will be participating in the Outdoor Demo Day, scheduled for Wednesday, Jan. 25, 2012, at Orange County National Golf Center & Lodge in Orlando. The company will utilize the demo day to have PGA Professionals and retailers demo its new products including the new TriSwivel push cart and T-2000 travel cover by Bag Boy and Burton’s new Pro and Player stand bags.

From Thursday, Jan. 26 to Saturday, Jan. 28, Dynamic Brands will exhibit its entire product line by brand on the show floor in Booth 1553 and meeting room 202A. Various products will be featured throughout the show.

“We are pleased to welcome the comprehensive line up of products in the Dynamic Brands family to the 2012 PGA Merchandise Show,” said PGA Golf Exhibitions Vice President John McGeary. “Their participation provides attending PGA Professionals and industry leaders with a valuable opportunity to preview their newest products, learn new merchandising techniques and network with company executives.”

**About the PGA Merchandise Show**

Since its inception in 1954, the PGA Merchandise Show has become the world's most influential golf trade show and the global summit for the business of golf. In January 2012, the PGA Merchandise Show will once again welcome more than 40,000 industry professionals from some 75 countries to uncover the latest trends, source the newest golf merchandise, test the latest equipment, enhance careers, learn proven business best practices, network among peers and grow the business of the game. Nearly 1,000 golf companies and brands, representing every business sector of golf from market leaders to start-up companies, will display and demonstrate hundreds of thousands of golf merchandise that will appear in golf shops and retail stores throughout the 2012 golf season. For more information, visit [www.pgashow.com](http://www.pgashow.com).

The PGA Merchandise Show and PGA Expo are organized in partnership with The PGA of America.

**About Dynamic Brands**

Founded in 2004, Dynamic Brands is the parent company for a portfolio of premium brand name companies that are committed to the development of innovative, quality products and outstanding customer service in the golf industry. Golf products offered through Bag Boy®, Burton®, Datrek®, Devant® and Sir Christopher Hatton® brands include walking carts, golf bags, travel covers, custom image dye and embroidered golf towels, bag tags and other golf accessories. Dynamic Brands' products are marketed in more than 50 countries worldwide. For more information about Dynamic Brands, visit [www.dynamicbrands.com](http://www.dynamicbrands.com).

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