



## **For Immediate Release**

### **Datrek Introduces New Line of Ladies Cart Bags Datrek D-Light Cart Bags Combine Functionality with Fashion**

RICHMOND, Va., Oct. 18, 2011- Datrek, a division of Dynamic Brands, introduced today a line of lightweight ladies cart bags that are designed with input from women golfers. The new D-Light cart bag features a number of design elements combined with a sophisticated look that provides women a golf bag that is functional and stylish on the course.

The D-Light cart bag is extremely light, weighing in at only 4.5 pounds. The cart bag has a 9.5 inch mesh padded, 14-way top with full-length individual dividers to keep the clubs separate and easily accessible. The top also features an integrated velour lined putter well. The bag is made of 420D durable nylon material and has plenty of storage with six pockets including an insulated cooler pocket and a deluxe fleece lined valuables pocket to keep jewelry safe and secure.

The D-Light features two lift assist handles at the top for easy lifting in and out of the trunk. Also for the golfer's convenience, there are external tee holders, a towel ring, Velcro® glove holder, rainhood and umbrella holder.

"The D-Light line of cart bags was developed with significant input from women golfers," said Craig Ramsbottom, President, Dynamic Brands. "Two key elements for a woman's cart bag are the weight and storage/organization. We were able to do both with the D-Light and also include additional design elements to enhance the overall cart bag."

The D-Light cart bag is available in a plaid or paisley style and five color patterns—purple plaid/purple/ charcoal, pink plaid/black/black, red plaid/silver/white, light pink paisley/silver/white and light blue/silver/silver. The D-Light cart bag will be available in early November for a suggested retail of \$159.95.

#### **About Datrek**

Datrek has been an industry leader for premium golf products for more than 25 years. The company is known for its innovative golf bags and organizer bag tops with superior customer service. Dynamic Brands is the parent company of Datrek and is located in Richmond, Va. Also in the Dynamic Brands portfolio are Burton®, Bag Boy®, Devant® and Sir Christopher Hatton®. For information on Datrek visit [www.datrek.com](http://www.datrek.com) and follow on facebook [www.facebook.com/pages/Datrek-Golf/193394774033138](https://www.facebook.com/pages/Datrek-Golf/193394774033138).

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