

## **For Immediate Release**

### **Devant Sport Towels Named A Preferred Supplier For ClubCorp**

RICHMOND, Va., Nov. 11, 2011 – Devant Sport Towels announced today that it has been named a preferred towel supplier for ClubCorp, which owns and operates more than 150 golf, country, business and sports clubs. As a preferred supplier, ClubCorp clubs will carry custom Devant towels in their shops.

Devant, known in the golf industry for its high quality towels, innovative designs and superior customer service, offers a variety of custom golf towels. The popular Hi Def Edge™ towel reproduces a piece of artwork or a photograph on a fully functional terry towel. The Edge towel collection uses Devant's patented Image Dye™ process to produce the highest quality logo representation in the industry. Devant also offers a Panorama™ golf towel that combines a course logo and photograph on a towel and a SigNaGraph™ golf towel which combines a club logo and personalization on a towel.

“Devant is looking forward to custom designing towels for the ClubCorp facilities,” said Craig Ramsbottom, President of Dynamic Brands Golf Division. “Our new Hi Def imaging is a nice fit for their clubs and our quick turn-around capabilities are perfect for member events and club tournaments.”

Devant was named earlier this year the official licensee for the 2011-12 PGA Championships and the 2012 Ryder Cup. As part of the agreement, Devant sells PGA of America event logoed merchandise to golf facilities in the United States, and through the PGA's Corporate Merchandise Program.

Founded in 1976, Devant Sport Towels has become one of the most respected brands in golf by building a reputation for unmatched quality, design, innovation and service. Devant, located in Monroe, N.C. manufactures and distributes a full-line of custom sport towels, cotton tapestry throws and hi-def bag tags. Dynamic Brands is the parent company of Devant and is located in Richmond, Va. Also in the Dynamic Brands portfolio are Bag Boy® Burton®, Datrek®, and Sir Christopher Hatton®. For information on Devant visit [www.devantsporttowels.com](http://www.devantsporttowels.com) or call customer service at 1.800.685.3487.

Founded in 1957, Dallas-based ClubCorp is The World Leader in Private Clubs. ClubCorp owns or operates a network of more than 150 golf and country clubs, business clubs, sports clubs and alumni clubs in 25 states, the District of Columbia and two foreign countries. ClubCorp, however, is much more than a collection of properties. It's a community of more than 350,000 Members supported by a team of more than 14,000 peak-season Employee Partners trained to serve and create exceptional experiences that form lasting bonds – among Members and between Members and their clubs. With such an environment, ClubCorp clubs offer the perfect venue to foster genuine friendships and camaraderie.

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