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## Dynamic Brands' Ryder Cup Merchandise Available; Ryder Cup Burton Bags And Devant Towels Now In Golf Shops

RICHMOND, Va., April 17, 2012 - Dynamic Brands announced today that its Ryder Cup merchandise is now available in golf shops around the country. Dynamic Brands is the official merchandiser of the 2012 Ryder Cup for golf bags and golf towels. Ryder Cup logo Burton golf bags and Devant Sport towels have begun shipping to golf shops and will also be available at the Ryder Cup Golf Shop during the 2012 Ryder Cup, Sept. 25-30, at Medinah (Ill.) Country Club.

Dynamic Brands, the parent company of Burton and Devant, offers four Ryder Cup Burton golf bags for U.S. fans to show their support. The vinyl 10-inch Staff Bag and Den Caddy have a patriotic U.S.A. design of red, white and blue and are accented with applique stars and embroidered American flags. The Ryder Cup logo is prominently displayed on the ball and belly pockets of each bag. The suggested retail of the Staff Bag is \$499.95 and \$129.95 for the Den Caddy. Burton also offers two stand bags, the Pro in navy and Player in red. Both have the Ryder Cup logo on the ball pocket and can be personalized with an individual's name. The suggested retail for the Ryder Cup Pro stand bag is \$219.95 and \$189.95 for the Ryder Cup Player stand bag.

Devant, the industry leader in quality custom and embroidered golf towels, offers two Ryder Cup towels which are wonderful memorabilia for this year's event. The Official 2012 Commemorative Artwork showcases the Medinah clubhouse in a brilliantly colored and stunningly energetic painting that Devant has reproduced on its Hi-Def Edge towel. The exclusive Hi-Def imaging technology is a phenomenal way to reproduce the artwork while keeping the soft hand of a functional velour towel. The suggested retail of the 16-inch by 24-inch towel is \$24.95. Devant's proprietary Image Dye™ process is used to create a unique Ryder Cup logo towel with a repeating background. This technology yields the sharpest and highest quality logo representation on a super absorbent cotton towel. The 16-inch by 25-inch towel retails for \$19.95.

"We are very pleased to be selected as an official merchandiser of the 2012 Ryder Cup," said Craig Ramsbottom, President, Dynamic Brands, Golf Division. "The atmosphere is electrifying for everyone on-site and watching from home. Burton and Devant are thrilled to be part of the Ryder Cup and offer fans products that they can show their colors."

The Ryder Cup logo Burton golf bags and Devant towels are currently available in golf shops, golf specialty stores and online at [http://shop.pga.com/Ryder\\_Cup](http://shop.pga.com/Ryder_Cup). To find a store location, contact Dynamic Brands customer service at 800.955.2269.

Burton Golf will also be running various contests on its Facebook page and website, giving away Ryder Cup merchandise this spring and summer.

### 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 the company's Bag Boy®, Burton®, Datrek®, Devant® and Sir Christopher Hatton® brands include walking carts, golf bags, travel bags, custom image dyed 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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