



For Immediate Release

Slotline® Celebrates New Web Site with Putter Giveaway

RICHMOND, Va. (May 1, 2009) — Slotline, a premium collection of putters featuring advanced moment of inertia (MOI) technology, has unveiled its new and informative web site, www.slotlinegolf.com.

“Visitors will find a wealth of information on this site from the brands history as the ‘father of MOI’ to detailed information on each of Slotline’s 14 different models,” says Craig Ramsbottom, President of Slotline. To celebrate the launch of the new site, visitors can register to win one of three customized, tour exclusive Slotline putters from May 1, 2009 – May 31, 2009. The winners will be able to choose from four tour exclusive heads (SS-381T, SS-384T, SS-385T and SS-386T), four proprietary Winn grip designs and five lengths from 32 inches – 36 inches. Winners will be chosen on June 1st and announced on the web site. For more information and a chance to win, register at www.slotlinegolf.com

Key sections of the new, easy to navigate site include:

Technology – Slotline was the first company to build putters with a focus on MOI technology while also educating consumers about its benefits. This section explains the original MOI principles behind the famous Slotline Inertial putter which sold over 2 million units and how those designs and high MOI properties have been incorporated in the new 2009 line. Additional information shows and describes the benefits of various Tungsten weighting systems and other premium features such as the Slot and Line alignment aide and the tri milled face.

Products – The features and benefits of Slotline’s three distinctive series, the SL-700, SL-500 and SS-300, are described on these pages in detail with multiple views of each model. An accessories page allows visitors to purchase replacement head covers and custom Slotline grips.

Where to Shop –Find retailers closest to you quickly and conveniently. When searching with the map locator feature, retailer locations are displayed on a Google map in relation to the consumer’s address. Retail locations can also be found by entering just a zip code, state, city or store name. Prefer to shop online? Our recommended internet retailers are listed here as well. Check back often, we are constantly adding new retailers.

Customer Service – On-line product registration, answers to frequently asked questions, and order tracking for online purchase can be found here.

About Slotline

Slotline is one of the golf industry’s all-time best selling putter brands and the industry pioneer for using multi-metals and heel-toe weighting systems in putter design to achieve a high moment of inertia (MOI). The 2009 models hold true to these principles while incorporating state-of-the-art technology, advanced materials, the legendary 'SLOT' and 'LINE' alignment aid and much more. For more information about Slotline, call 800.955.2269 or visit www.slotlinegolf.com.

Dynamic Brands is the parent company for highly successful golf brands such as Bag Boy®, AMF® Golf and Slotline®. Having set the industry standard for more than 60 years, Bag Boy is an industry leader in the walking cart, travel cover and golf bag markets. AMF Golf features high quality and value priced men's, women's and junior golf products. Slotline is one of the golf industry's all-time best selling putter brands and the industry pioneer for multi-metals and heel-toe weighting in putters. For more information about Dynamic Brands visit www.dynamicbrands.org.

Media contact:
Michelle McLees
Public Relations Specialist
p. 804.433.2284
mmclees@bagboyllc.com