

Thursday, January 27, 2011

## Datrek® Introduces The Catalina, Stylish Women's Cart Bag

*Innovative Golf Bag Offers Fashion Forward & Functional Design In Five Distinct Color Schemes*

RICHMOND, Va. (January 27, 2011) - On the heels of introducing a full line of men's bags in 2010, Datrek (PGA Merchandise Show booth #1611), a Division of Dynamic Brands and an industry leader in golf bags, today, at the 58th PGA Merchandise Show, introduced the Catalina cart bag, the first women's specific model in the Datrek collection since the brand was acquired by Dynamic Brands.

The Catalina's abundance of design features offer golfers the ultimate in functionality, style and organization. The fashionable new bag is equipped with a 10-inch 14-way top with individual full length dividers; seven pockets, including a fleece-lined valuables pocket and insulated cooler pocket; external putter clip; dual apparel pockets with an interior mesh organizer pocket; embroiderable oversized front ball pocket; premium DG interior lining in storage compartments; towel ring; external tee holders; Velcro® glove holder; umbrella holder; and matching rain hood.

Constructed with 420D weather and tear resistant polyester, the Catalina, weighs in at just 5.5 pounds. A rubberized lift assist handle allows for easy transportation of the bag and a cart strap sleeve prevents the bag from twisting. The Catalina is the ideal lightweight solution for women seeking to walk the course using a trendy push cart or riding in a cart.

"The Datrek brand has a long history of introducing innovative golf bags with fashion forward design elements. We are delighted to complement our men's collection by offering a stylish and lightweight women's golf bag," said Craig Ramsbottom, President, Dynamic Brands.

The Catalina comes in an assortment of dazzling color combinations including fuchsia/silver, purple/silver, lime green/silver, light blue/silver and black/silver, and has an SRP of



\$139.95. The Catalina is now available at golf shops nationwide.

#### About Datrek

Datrek is owned by Dynamic Brands, the parent company for a portfolio of premium brand name companies that are all committed to the development of innovative, quality products and outstanding customer service in the golf and juvenile industries. Golf products offered through the company's Bag Boy®, Slotline®, AMF® Golf, Burton®, Datrek®, Devant®, Sir Christopher Hatton® and Miller Golf® brands include walking carts, golf bags, travel bags, golf clubs, high MOI putters, custom image dyed and embroidered golf towels, bag tags and other golf accessories. Baby Jogger™ is the original inventor and manufacturer of 3-wheel joggers and all-terrain strollers while Advance Mobility™ manufactures all-terrain push chairs for children and adults with physical disabilities. Protect-A-Bub® produces pediatric recommended sunshades and all-weather comfort juvenile products. 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).