



PRESS RELEASE

The GOLFINO Autumn/Winter Collection for 2009/2010 will be in stores soon

- **New basic collection for men**
- **Successful implementation of the GOLFINO online shop**
- **Expansion of the hardware and accessories range**

Glinde/Hamburg, 13 July 2009 – GOLFINO, the European market leader in golf sportswear, is presenting the new Autumn/Winter collection for 2009/2010 in all its stores in August. The main focus of the collection will still be the combination of outstanding functionality, elegant design and the highest quality standards.

One of the key innovations for the coming season is the new structure of the Men's On Course range which, from now on, will be presented as the basic collection for golfwear: the collection will be sub-divided into product groups, offering an extensive range of golfwear basics whose classic colours will provide a wide variety of combination possibilities.

Equally new: The Autumn/Winter collection for 2009/2010 is also available on the internet from the GOLFINO online shop. It has been online since May of this year at www.golfino-shop.com and now offers a range of some 300 articles from the current collection. From autumn, the online range will for the first time include GOLFINO articles from previous collections at reduced prices.

You will also be interested to learn that the fashion collection at certain GOLFINO locations is now being complemented by an extensive hardware range. Besides a wide selection of putters from renowned brand names, customers at the GOLFINO shops in Hamburg (Germany), Knutsford (England) and Sotogrande (Spain) will also be able to choose from a comprehensive range of cart and trolley bags, shoes, gloves, balls and other accessories.

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COLLECTION REPORT FOR AUTUMN/WINTER 2009/2010

GOLFINO Ladies

In the field of golf fashion for ladies, GOLFINO succeeded in strengthening its position as market leader during the past season. Five different collections present functional golfwear, and combine fashionable colours with high-quality materials.

GOLFINO – Ladies AUTUMN ON COURSE

The ON COURSE range from GOLFINO presents the basics for the coming autumn season. Bestsellers from previous collections have been given new interpretations and presented in up-to-date colours. Lilac and purple are combined with soft shades of berry, and then highlighted by a powerful green or white. The functional aspect of the golfwear is always of the utmost importance. The 3-ultra thermal trousers have become the top selling line, managing to combine breathability, elasticity and lightness, and are also water- and wind-resistant. The trusty fleece jackets are also a key component of the ON COURSE range. The material provides a genuine feel-good factor and, at the same time, is particularly light, protects from the cold and is not lacking in luxury details.

GOLFINO – Ladies AUTUMN RESORT

The AUTUMN RESORT module gives a modern touch to traditional patterns and comes in a colourful mixture of light blue, hazel, white and navy. The well-loved cardigan with the diamond and plait patterns celebrates its revival and can be combined with hazel-coloured velvet check trousers or dark blue corduroys, for example. The navy padded fleece jacket is guaranteed to keep you particularly warm.

GOLFINO – Ladies AUTUMN COSMOPOLITAN SPORTY

Country chic meets sophisticated townie – the COSMOPOLITAN SPORTY theme comes in a highly diverse British look. The highlight of this module is undoubtedly the windstopper cardigan in a bright shade of sand with diamond patterns in dark green and purple. The lining is as light as a feather, extremely friendly on the skin, breathable and completely wind-resistant. Rural colours are given a modern interpretation and combined with colours such as purple and sand.

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GOLFINO – Ladies AUTUMN COSMOPOLITAN EXCLUSIVE

Bohemian black and white – COSMOPOLITAN EXCLUSIVE is the second module of the Cosmopolitan series and presents a selection of exclusive black and white looks. This range is both exclusive and fashionable, and can be worn equally well on the golf course or for a sportily elegant free-time look. The polka dots and diagonal check patterns truly embody the spirit of the times. Lace bands, ruffles and velvet trimmings are combined with highly-functional materials. Typical for GOLFINO: the combination of fashion and functionality to produce golfwear of the highest quality.

GOLFINO – Ladies WINTER RESORT

WINTER RESORT from GOLFINO Ladies introduces an element of colour: red pepper, turquoise and purple combine to form a unique firework display of colour, symbolising a dynamic attitude to life. Soft shades of brown such as hazel and chocolate add a touch of serenity to the vibrant colours. Functionality is also an essential element of this module: the winter cold will be kept at bay by the down or padded fleece jackets, the caps with microfibre earflaps and the legendary thermal comfort trousers. Besides the winter module from GOLFINO Ladies, another winter module will be presented in the young G+ range.

GOLFINO Men

GOLFINO Men comes in four modules. A new feature: from now on, the ON COURSE module will serve as the basic selection for your high-quality collection of golfwear. The Men's collection will also represent the achievement of combining functionality, fashionable design and high-quality materials.

GOLFINO – Men ON COURSE

For the very first time, the 2009/2010 Autumn/Winter collection for GOLFINO Men ON COURSE will comprise four product groups: polo shirts, trousers, knitwear and jackets, each designed in a wide range of colours. As with many other modules, there is also a variation here for warmer countries, with lighter colours and fabrics making the range ideal for the Mediterranean region and overseas markets.

GOLFINO Men ON COURSE stands for outstanding functional materials: (long-sleeved) Dry Comfort polo shirts guarantee ideal removal of moisture from the body to the surface of the clothes. The feeling of wearing these clothes is pleasingly soft, light and dry on the skin. ON COURSE is rounded off by trousers in soft yet durable microfibre, knitwear made of a high-

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quality cashmere and cotton mix with colourful diamond and plait patterns, and finally padded fleece jackets and waistcoats. These materials really do set the standards for high-quality functional golfwear.

GOLFINO – Men AUTUMN RESORT

The AUTUMN RESORT module creates a link between powerful colours and classic diamond and houndstooth patterns. Elegant shades of grey are highlighted by white and fashionable hints of berry. A good example of the degree of functionality demanded in this GOLFINO module comes in the form of the 4-way stretch trousers. They provide unrestricted freedom of movement and are uniquely comfortable to wear.

GOLFINO – Men AUTUMN COSMOPOLITAN

AUTUMN COSMOPOLITAN represents a contemporary casual look and completes the classic collection of golfwear with dark shades of brown and colours such as claret and hazel. Remaining true to the motto “function meets fashion”, this module also manages to combine functional qualities like a large stretch element in the trousers, moisture removal and UV protection in the fabric with a highly fashionable design. Classics such as the GOLFINO corduroy trousers stand for a clear, gentlemanly statement.

GOLFINO – Men WINTER RESORT

Whether for a perfect round of golf in winter or an elegant descent down the ski slopes: Men WINTER RESORT from GOLFINO offers exactly the right attire for the colder times of the year. Windstoppers, thermal trousers and cosy fleece jackets will keep you warm and guarantee ideal breathability thanks to the outstanding quality of the functional materials.

Blackwatch continues to be a timeless design; Russian green and honey yellow complement the classic colour mix. Brushed and coated yarns create a feeling of particularly luxurious protection from the cold, the wind and all other forms of inclement weather.

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GOLFINO Junior

GOLFINO Junior offers smart and cheeky fashion for children, while simultaneously making high demands of the quality and materials used – it is quite simply the ideal choice for everyone who values the comfort and well-being of their own children. The GOLFINO Junior Boys collection is cool and has an easy-going air. The design themes are related to the young G+ collection and feature great print ideas. When it comes to functionality, the Junior collection leaves nothing to be desired: thermal trousers in, for example, GOLFINO 3-ultra quality, hooded fleece jackets, windstoppers and 2-in-1 shirts in moisture-regulating Dry Comfort material make for both cheeky and functional outfits.

The GOLFINO Junior Girls collection is predominantly pink and purple, but contrasted with elegant shades of brown, such as cocoa or chocolate, and touches of dark grey. As always, it is combined with high-tech materials to give first-rate protection from the wind and the rain.

GOLFINO Accessories

Half of the GOLFINO Accessories module will now be renewed at every change of collection. With smart and creative golfing gifts for the display cabinet such as the sparkling diamond ball markers or a golf ball & tee holder, high-quality umbrellas, fashionable golf bags and weekender travel bags – GOLFINO Accessories provide the perfect complement to GOLFINO fashion in the matching colours of the season. The Autumn/Winter collection comes in soft shades such as raspberry or in a more classic-looking red, and is complemented by traditional elements in black and grey.

GOLFINO Rainwear

GOLFINO Rainwear is an all-year offer with a new assortment every spring. Fashionable colours are complemented by a classic black. It is completely waterproof, has a self-breathing lining and is on a par with the best in the market. Here too, GOLFINO succeeds in combining fashion with key functional properties, and know-how with design.

G+

G+, the young branch of GOLFINO, is an outstanding addition to our portfolio, providing a challenging, young look that can also be worn away from the golf course. With three ladies and two men's collections, G+ is unconventional and cool, but makes the same claims on functionality and high-quality manufacturing. Sales per square metre are fast approaching the figures for the established GOLFINO brands.

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G+ Ladies

The PREPPY CLUB comes in a club-style look and mixes established colours such as navy, forest, grey and white with bright green and dark shades of purple. The classic Blackwatch design is given a new lease of life here with a modern interpretation.

The COUNTRY PUNK collection stands for young, dynamic girl-power and comes in a wintry colour range of dark brown, cognac, lilac and off-white.

A leather look, fake fur elements and multi-tone diamond patterns blend here to give a casual rugby style. Despite all the investment made in creating highly fashionable articles, there is also great use of high-tech functional materials and an outstanding degree of comfort in wearing this top-of-the-range golfwear. The devotion to design can be seen in many loving details.

As with the G+ summer theme, we have now created our own G+ Ladies winter theme for the first time. FUNKY WINTER can be found in the basic colours of black, white and grey, while highlights are provided by purple, smoky colours like beige and brown-grey, and contrasts between matt and shiny fabrics. Frills, ruffles, circular quilts, integrated velvet bands and silvery prints are just a few examples of the attention shown to detail in the designs. This theme is the embodiment of sophisticated glamour – not just on the golf course.

G+ Men

G+ also offers men a young, unconventional golf style, mixing an urbane, casual look with sporty sophistication. The URBAN DRIVER module is a puristic colour story that combines a bright, grassy green with dark blackberry shades. By using high-quality functional materials like elastic stretch fabrics and moisture-regulating Dry Comfort fibres, the collection represents the ultimate in comfort to wear. The slim cuts lend the collection an air of youth.

FLIGHT LEADER is the second Men's module at G+: it is a modern, young interpretation of the classic country look. Colours such as red, brown-grey and chocolate are contrasted with classic black. Innovative techno fleece jackets, tweed windstoppers and check shirts are combined with trendy caps in a military look, serving to clothe young golfers in a cool design and highly functional materials. This is an active collection with a youthful understanding of golf lifestyle.

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