



PRESS RELEASE

New Business Unit at GOLFINO AG – Care and Perfumes for Outdoor Sportsmen and -women

Hamburg/Germany, 7 April, 2009 – GOLFINO, Europe's market leader for exclusive golf fashion, is launching a new care and perfume range of its own, known as "GOLFINO Fragrance".

Outdoor-tested: "GOLFINO Fragrance" has been specially designed to meet the needs of outdoor sportspeople. There are 14 items in this range which comprises products for both ladies and men. Besides standard items such as shower gels, body lotions, deodorants and sun protection products, this range also includes exclusive new developments: These include a cooling gel for the legs, a highly-concentrated sun face and lip cream for the more sensitive parts of the skin, a refreshing spray made of real essential oils, as well as a ladies' fragrance and a men's fragrance.

Of the utmost importance in developing the GOLFINO Fragrance range was ensuring a link to the company's core business. Since it was founded, the fashion label GOLFINO has stood for high-quality materials with perfect fitting and finishing. The standards have been set very high and, according to the Managing Director of GOLFINO AG, Dr. Bernd Kirsten, must also apply to the cosmetics division. For this reason, he commissioned *Home of Fragrance GmbH*, a Hamburg-based company with extensive experience and specialised in producing top-of-the-range house brands, with the task of developing a suitable formula. Kim Weisswange, the company's Head of Development, personally created all the care products and the perfumes in the GOLFINO care range.

Kirsten already has the target group firmly in his sights: "With our GOLFINO Fragrance range, we hope to appeal to active people who appreciate high-quality cosmetics in a stylish design. All the products complement each other intelligently and can be replenished individually", Kirsten continued. The products are immediately available in all GOLFINO shops and outlets.

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Kirsten originally came up with the idea of developing his own cosmetics brand two years ago when he was out on the golf course. An enthusiastic player himself, his concentration on the game was interrupted when the sun lotion he was using began to leak and he noticed how poorly designed the product was. “I thought to myself: why not develop our own range of cosmetics, which could satisfy the needs of golfers everywhere both in terms of quality and from a sporting perspective?”

High-quality ingredients – such as essential oils in selected products – “boost” the spirit and lend the golfer a new lease of energy and enthusiasm for the game. In this way, the refreshing spray, made of real lemongrass, lavender, mint and bergamot, ensures that you maintain a clear head and a positive mood. The leg gel, made of mint, horse chestnut, grapevine and essential oils, keeps the muscles supple and therefore optimises one’s performance on the course.

“GOLFINO Lady” and “GOLFINO Gentlemen” provide more than a sensually fresh and fragrant experience. Thanks to finely selected, energising components such as bergamot and neroli, they also offer greater verve and stamina during a round.

The packaging for the care products stand out through their unostentatious look and comfortable handling: the bottles are made of a sturdy hard-plastic material and feature a practical snap closure to ensure easy use and prevent leakage. With the protection of the environment in mind, the packaging is also biodegradable.

“We have already put the products through a test phase and are now convinced that we can fill a gap in the market here”, Kirsten added. He also wanted to offer a contrast to the clean look of the care products with the design of the perfumes, the tonic and the balm and, in doing so, used motifs from the campaign for the 2008 Spring collection. Kirsten: “This establishes the connection to our core competence and ensures an ideal image transfer to the GOLFINO fashion label”.



GOLFINO

Sportswear

GOLFINO was founded on 1 March 1986 by Christel and Dr Bernd Kirsten. After beginning as specialists for knitwear, the company developed and began to produce complete outfits for golfers. Today, the GOLFINO brand stands for high-quality designer sportswear. Golfers often wear GOLFINO away from the course and even non-golfers have long since discovered the brand, finding it to offer them highly comfortable casual wear.

With subsidiaries in Great Britain, Portugal, Spain and Sweden, together with representations in the most important foreign markets, GOLFINO is active throughout Western Europe and is the European market leader for golf fashion. The company's headquarters are in Glinde, near Hamburg. For several years in succession, the company has succeeded in posting two-figure sales increases.

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