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February 4, 2008

**FAIRWAY & GREENE ENJOYS ITS MOST SUCCESSFUL
PGA MERCHANDISE SHOW EVER**

SHELTON, CONNECTICUT—Fairway & Greene—thanks to a luxurious new booth, expansive Fall 2008 product line and a steady stream of very satisfied customers—enjoyed the most successful PGA Merchandise Shows in its history recently at Orlando’s Orange County Convention Center.

Fairway & Greene received a record number of effusive comments, e-mails and letters from golf professionals, merchandisers, buyers and other exhibitors praising the company for its state of the art booth, outstanding product displays and visual merchandising and its magnificent new and expanded Fall 2008 men’s and ladies’ product lines for on- and off-course wear. When all was said and done, the comfortable hospitality provided in the booth perfectly complemented Fairway & Greene’s spectacular new product offerings resulting in a record number of orders being written during the three-day show.



In fact, the number of orders taken in Orlando is even more impressive considering the economic challenges currently facing the country, and the golf sector. Only the strongest brands will survive this current economic downturn, and Fairway & Greene’s overwhelmingly successful show and sell-in for its Fall 2008 line sends a

message to its customers and competition that the company is stronger than ever and proudly asserting its leadership position in the luxury golf apparel industry.



“For more than 10 years, Fairway & Greene has been the #1 apparel brand of choice at the green-grass level,” says Todd Martin, president of Fairway & Greene. “Our quality, customer service and business approach continues to be our strength in the industry. The PGA Show this year gave us an opportunity to remind our customers just how much great product we have to offer, and also how we service and respect their business in a way no other brand can even come close to. The response to our new Fall ’08 collections and classifications was off the charts. From our huge offerings in merino and cashmere sweaters, woven shirts,

neckwear and luxury outerwear, to our expanded Pureformance [cotton blended with Coolmax™] offering, the response was overwhelming.

“We also debuted our new 4,500-square-foot booth this year,” Martin adds. “Modeled after a fine golf shop and specialty store, the booth featured 20 working stations, multiple merchandising tables and positions, and a full-service bar. The reaction from customers confirmed it was one of the nicest, if not the nicest booth they had ever been in. The booth really mirrored the quality and taste level our brand has always stood for.”

Indeed, Fairway & Greene’s booth was the talk of the PGA Merchandise Show—even on the equipment side of the convention center. The vast majority of those who visited Fairway & Greene’s booth thought it perfectly showcased Fairway & Greene’s outstanding product lines, attention to quality and detail and rich colors. A large number of attendees were so impressed they even took photos of the booth and the visual merchandising displays. The detail, creativity and quality of each display area were magnificent. In fact, several golf professionals say they are seriously contemplating transforming a major portion of their golf shops into a Fairway & Greene showcase that would closely resemble the company’s show booth. Andrea Rowan, Director of Visual Merchandising for Fairway & Greene, oversaw a team of six setting up the displays, all of whom are field visual merchandisers for the company across the country.



“Andrea and her team did a tremendous job at the show,” Martin says. “We had an overwhelming number of golf professionals and buyers, including a huge number of AGM members, who took photographs of the displays to use as a template back home in their golf shops. In fact, Andrea and her team will be hosting a number of regional visual merchandising seminars across the country in conjunction with the AGM. We have heard loud and clear that this is the #1 educational request from the AGM and our customers in general. Fairway & Greene is proud to take the lead in this initiative.”

Cary Cozby, Head Golf Professional at Wichita Country Club in Wichita, Kansas was one of the many show attendees who were duly impressed by the booth.

“The new F&G booth was nothing short of spectacular and made viewing the line an ‘experience!’ “ said Cozby. “The décor was first class [as I would expect], there was plenty of room to both view the line and maneuver through to get an overview. The bar, hors d’oeuvres and 42-inch plasma television were a touch of class. I haven’t even mentioned the line—that was the best thing of all!”

“We were very impressed with F&G’s summer/fall line, especially the width of the line,” Cozby adds. “The Fairway & Greene name carries a significant amount of weight at Wichita



Country Club. Now that you are offering cashmere and merino sweaters, wovens, trousers and leather goods to accompany the best golf shirts made, that will only increase! We're proud of our relationship with Fairway & Greene and look forward to our members seeing the new line very soon!"

Tim O'Neal, the Head Golf Professional at **North Shore Country Club** in Glenview, Illinois felt that the Fairway & Greene booth was the most impressive aspect of the show.

"The booth was more impressive than anything at the show, and judging from the crowd inside I wasn't alone in my perception. In fact, I specifically asked my wife Lynn to take some photographs to help our staff with display techniques and ideas for the upcoming season."

Scott Nye thought Fairway & Greene's booth was "by far" the best he saw at the PGA Show.



"The booth was absolutely perfect for all of [F&G's] great products," says the head professional at **Merion Golf Club** in Ardmore, Pennsylvania. "The detail and creativity in all the displays, and the quality of each display area, was truly magnificent. I'm sure attendance at the show would increase if everyone cared as much about the looks of their booths as Fairway and Greene! I have always thought that F&G had a great booth, but this was another notch up. Lastly, Penny Ford [Merion's golf shop coordinator] was so impressed that she took pictures of your booth—that says a lot in itself. Way to go! In regards to product, the colors looked just right. I'm sure we'll have another great year at Merion with the products we select."

Barbara Drews of the **Riviera Country Club** in Pacific Palisades, California also "loved" Fairway & Greene's booth.

"[The company is] always so creative with its displays," Drews says. "Fairway & Greene is one of our best sellers."

Mark Mongell says his members see Fairway & Greene as the industry leader in golf apparel.



"Our staff felt that Fairway & Greene's new fashion booth at the PGA Merchandise Show really furthered [its] position in the industry and demonstrated the company's desire to lead," says the head professional at **Cherokee Town & Country Club** in Atlanta. "It was just terrific! And we'd also like to thank Fairway & Greene for its continued support of our merchandising program at Cherokee."

The new booth was indicative of Fairway & Greene's product—top of the line with attention to detail, and quality of craftsmanship, all while giving visitors a sense of being in a relaxing high-end residence. The full-service bar, with food service and gracious hospitality were all big hits with visitors.

“I thought the booth looked great,” says **Kim Nelson**, Director of Retail of **OB Sports**. “It was spacious and the workspace provided was plenty of room to work the collections. I loved the staff that came around and offered water and drinks. My appointment was in the afternoon, just when [I was] starting to drag, and what a treat to have someone wait on us hand and foot offering drinks and treats!”

“It was a pleasure to see the fabulous people that represent Fairway and Greene as the industry’s “best brand,” says **Barbara Sanger**, retail merchandiser for **Vaquero Club** and **Discovery Land Company**. “The booth was not only beautiful but allowed a large number of people to work the line at subsequent times in a comfortable setting. The line has maintained its classic superb styling and quality while incorporating new colors, patterns and styling to appeal to the most discriminating buyer.”

“While the line is fabulous,” Sanger adds, “I also cannot stress enough the quality of people that Fairway & Greene not only attracts to its staff, but continues to maintain these people year after year.”

The company’s display of its entire men’s and ladies’ lines drew countless compliments for the variety of outstanding traditional and lifestyle, on- and off-course product. The expanded cashmere, merino wool and woven products, as well as the jackets, neckwear, socks, ties, leather goods and basic staples and their golf-shop merchandising potential also drew raves. And the variety of fabric hands encouraged attendees to touch each piece.

“Obviously, the Fairway & Greene line has always been one of the most popular lines in our shop at **Interlachen Country Club**,” says **Jock Olson**, PGA Master Professional. “The sell-through is always outstanding because my members know they can expect the highest quality from Fairway & Greene. The booth at the PGA Show was extremely well done. My wife, Cherie, commented on how well the displays were done throughout the booth. Yours was one of the most consistently busy booths at the whole show. Congratulations, too, on the expansion of your line. It is now possible for a golf professional to stock his shop on both the men’s and ladies’ sides with soft goods that can satisfy even the most particular member.”

Allison Free excitedly told anyone looking for her PGA Merchandise Show feedback that Fairway & Greene had an “awesome booth.”

“If they were giving out awards for the best booth at the Show, Fairway & Greene would place first,” adds the buyer for **The Breakers Sports Pro Shop** in West Palm Beach, Florida. “There was a lot of attention to detail in and around that booth. Nice job. I also loved the ladies! I love the direction ladies is going, and I loved the color stories and the novelty items such as the colored suede jackets/blazers. Ties were a great addition, too.”

A number of attendees praised the line’s colors, textures, quality fabrication and style as standing head and shoulders above the rest of Fairway & Greene’s competition. “The blending of colorations, without question shows the true dedication of the designer’s dutiful efforts,” says **Bob Allen**, head professional at **Payne Stewart Golf Club** in Branson, Missouri. “Others just copy colors and color blocks whereas Fairway & Greene uses the spectrum to please the eye.”

Indeed, Teri Schleifer—Vice President of Product Design—says the company’s Fall 2008 line is all about color. There are 25 colors of Italian cashmere, 20 colors in Italian merino, 36 different woven sport-shirt patterns, more



than 50 neckwear designs, 15 new patterns and fabrications for men's trousers, and a moderate expansion to eight pieces of high-end suede and baby alpaca outerwear.

"Now that our label is a brand that is recognized and respected, we are able to push the boundaries that the company was founded on," says Schleifer. "We have done this not only in knits but sweaters, bottoms, outerwear, neckwear, woven shirts, premium leather accessories to pima cotton socks, as well as our largest growth category—ladies wear."

Fairway & Greene has expanded its selection of knit stripes by offering the consumer additional colors, deliveries and fabrications, Schleifer says. The largest expansion of F&G's knit shirts comes in the form of its Pureformance™ category. The company has tweaked the classic stripe which, in the past, would have been offered in navy and white lisle. Now it's available in a Pureformance pique in a lavender and light charcoal classic stripe. Fairway & Greene also has added another Pureformance style in two technical-inspired color-block models for the up-and-coming junior golfer.



"I believe the scope and breadth of the new Fairway & Greene line was outstanding," says **Bob Mauragas**, vice president, golf operations at **Reynolds Plantation**. "It's a true compliment to tradition and lifestyle. Thanks to Fairway & Greene for all it does for the industry."

In addition to its fabric modifications, F&G also is refining its fit. After 12 years, the basic golf-shirt model needed some slight adjusting. Fairway & Greene has shortened the sleeve length, reduced the shoulder width, and taken in a significant amount of fabric through the waist and hips.

"This is the natural evolution that is necessary to still stay current with changing trends, but to also not lose our traditional customer," Schleifer says. "Let's face it—the target customer for F&G has aged since we launched the brand. We cannot abandon him, but we have to make some simple adjustments to try and appeal to a younger, more athletic golfer."

"One of our first customers from 12 years ago came up to me at the show with his three assistants," Schleifer adds, "and then said to me, 'I showed my guys all the stripe shirts on the show floor—there must be 15,000 of them now—so how come yours still look the best? It is timeless, but always fresh.' We still make a classic stripe, but with new color combinations and new fabrications. It is a timeless classic that always looks current. We have a lot of companies that have tried to

imitate our classic styling and striping, as well as our traditional appeal. Some even claim to be in our factories and to be using our old patterns. This is the highest form of flattery. However, as our new Fall 2008 catalog so simply states: **'Fairway & Greene—There's Only One.'** "

Scott Lamoureaux and **Bruce Carson** both raved about the Fall 2008 line, and also felt Fairway & Greene's booth was by far the shining star of the PGA Show, and the perfect way to showcase the spectacular product.

"There were so many beautiful pieces for on and off the golf course that I left the booth with my head spinning," says Lamoureaux, the director of golf at **Lakewood Ranch Golf and Country Club** in Bradenton, Florida.

Adds Carson, the head professional of the **Onwentsia Club** in Lake Forest, Illinois: "The expanded booth made visiting and reviewing the line much more comfortable. The product was equally impressive. [Fairway & Greene] has really stepped to the plate and made a spectacular presentation. I look forward to the product arriving in my golf shop and presenting it to my membership."

Dennis Satyshur applauds Fairway & Greene for its classy presentation of its employees and product in an atmosphere that was professional, yet warm and inviting.

“Class is hard to define but easy to recognize,” says the Director of Golf at **Caves Valley Golf Club** in Owings Mills, Maryland. “It was clear that F&G was committed to making this year’s show special—and did they ever! The booth was big, but not too big. It was busy, but visitors could get around, and see product and people. The displays and sales areas were impeccable, and the line was maybe Fairway & Greene’s best ever.

“The bar area was a great addition,” Satyshur adds. “It provided an area for social and business conversation. It was just a ‘happening’ place. Congratulations to everyone at F&G for a wonderful presentation, and such a lovely place to meet and do business. I’m proud of my association and partnership with the entire F&G team.”

Adds **Craig Kirchner**, a Maryland-based consultant to such high profile clubs as Virginia’s **Kinloch Golf Club** and **Robert Trent Jones Golf Club**,

“Fairway & Greene continues to set the bar in the golf industry not only for superior quality in product and service, but with its professional presence at the golf show, its incredible new booth and its down-home gracious hospitality.”



Brendan Walsh felt Fairway & Greene did a great job on the presentation and layout of its booth.

“The colors were terrific, along with all the new offerings,” says the head professional at **The Country Club** in Chestnut Hill, Massachusetts. Congratulations again to Todd and his team on a job well done.”

Steve Wilson feels PGA Merchandise Show attendance would increase if every exhibitor put as much thought into the design and quality of their booth as did Fairway & Greene.

“It was like walking into any of the high-end stores in Southern California,” says the director of golf of **The Bridges of Rancho Santa Fe** in California. “It definitely added to the experience. Put that together with a tremendous sales force and great leadership at the top and it speaks volumes for where the company will be in the future.”

Schleifer agrees on all counts, and was thrilled at the way the booth and Fall 2008 product line accentuated Fairway & Greene’s presence not only in Orlando, but as the undisputed #1 apparel manufacturer in golf.

“The combination of a new space to showcase our product, combined with the expanded categories and colors, along with the best in visual merchandising, made for the perfect storm!” Schleifer says. “There was not one moment during the three-day show that our booth was not filled to capacity. Our customers, and even our competition, continue to praise us. It is not that Fairway & Greene is back—Fairway & Greene never left—we just keep getting better.”

Founded in 1995, Fairway & Greene is widely acknowledged as the leader in the high-end green-grass apparel market. With an unparalleled emphasis on product quality, customer service and sales support, the company has rapidly grown and is currently sold in over 3,500 of the finest private clubs, resorts and clubs in the world.

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