



*Respect for the game.*

## **FOR IMMEDIATE RELEASE**

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### **FAIRWAY & GREENE ENTERS TECHNICAL APPAREL MARKET WITH LUXURY PUREFORMANCE™ PRODUCT LINE**

SHELTON, CONNECTICUT - Fairway & Greene, the undisputed golf-industry leader in classic golf apparel made exclusively for the green-grass market, has entered the technical market with a unique line of luxury apparel made with the company's new Pureformance fabric.

Pureformance will be featured in two of Fairway & Greene's Fall 2007 collections - South Lawn and Big Sky. The product will begin to shipping to golf shops May 15th.

Fairway & Greene has historically focused on producing luxury golf shirts strictly from the finest natural fabrics. However, the company decided it was time to make a targeted entrance into the technical market due to several factors - the category's rise in popularity in recent years at the green grass level, combined with requests from PGA club professionals for Fairway & Greene to meet the consumer demand for exclusive and unique quality performance product. The company expects its new technical product segment to account for about 10% of its total offerings by the end of 2007, with likely future expansion over into the company's rapidly growing Ladies business.

"We simply could no longer ignore the technical category," says Todd Martin, President of Fairway & Greene. "While we have always been a natural fiber company and stayed away from technical yarns in the past, our golf professionals continued to tell us there was growing market demand for performance products, so we had to listen and get into the game. Our customers trust us for our unmatched product quality, green grass exclusivity, customer service and on time and complete delivery. If we are to continue being a great partner to our customers, we have to listen to what they



and their members and customers want. What we have come up with is a product that is uniquely Fairway & Greene, one that our customers will really appreciate and enjoy wearing. So far, our bookings and response to the product have been overwhelming"

Featuring all of the hallmarks of a typical Fairway & Greene 100% cotton golf shirt, the Pureformance fabric features the same luxurious Fairway & Greene 100% Pima cotton yarn on the outside of the garment, backed by a high-quality, micro-denier polyester yarn on the interior which moves moisture away from the golfer's body more effectively and more comfortably than any other fabric. The result is a hybrid shirt that retains the look, feel and style of a pure cotton golf shirt with beautiful patterns and stripes, but with the most advanced, and highest quality, moisture-wicking fabric available against the skin. All of the Pureformance product will feature the same classic proprietary collar that Fairway & Greene has always used on its shirts.



Combining the cotton and polyester allows Fairway & Greene to provide its core customers with performance benefits while also giving them the elegant stripes and jacquards they expect, along with the typical Fairway & Greene look, feel and luster.

"There's no doubt we are somewhat late in the game when it comes to performance product," Martin says. "However, like everything else we do, our entry into a business segment must be done correctly. Being the best doesn't always mean being first."

The Pureformance line, like the company's other collections, will be available exclusively at the finest private clubs and resorts around the world. It will carry the same suggested retail price as Fairway & Greene's cotton shirts: \$80 for solid colors and \$90 for patterns.

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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