

FOR IMMEDIATE RELEASE

**ASHWORTH, INC. NAMES INDUSTRY VETERAN DICK GIANFERANTE
SALES/PRODUCT MANAGER AT SUNICE®**

CARLSBAD, CALIFORNIA, July 11, 2008 — Ashworth, Inc. (NASDAQ: ASHW), a leading designer of golf-inspired lifestyle sportswear, today announced it has named golf-apparel industry veteran Dick Gianferante as Sales/Product Manager for the company's Montreal-based Sunice Outerwear.

Gianferante, a 35-year golf sales-and-marketing veteran, will be responsible for Sunice's total sales and promotional brand execution in the United States, as well as oversee 40 Ashworth representatives that carry the sales and distribution for the Sunice brand in the United States.

Gianferante had served as Callaway Golf Apparel's Sales Manager, Green-Grass Sales for the six months prior to his Sunice appointment. Previous to his stint at Callaway Golf Apparel, Gianferante spent five years as Bridgestone Golf's Senior Director of Sales for the U.S. and key foreign markets.

"I am excited to be on board with a growth-oriented company driving all of the trade channels in the U.S.," says Gianferante, who resides outside of Atlanta, Georgia with his wife. "I have been working with the Ashworth family on the Callaway Apparel brand and look forward to the new assignment and opportunity."

"It's a huge plus to be able to have a seasoned industry veteran like Dick join the Ashworth, Inc., team," says Allan H. Fletcher, Chief Executive Officer of Ashworth, Inc. "Dick has really seen the golf industry evolve immensely during his career, and his sterling reputation among his peers, as well as his extensive sales and marketing experience, truly strengthen the Sunice brand."

Ashworth Inc. acquired the Sun Ice® and Sunice® trademarks from Fletcher Leisure Group Inc. (FLG) in mid January. Ashworth established a wholly-owned subsidiary, Sunice Holdings, Inc., which owns the Sun Ice and Sunice trademarks and is entirely focused on the new technical outerwear line. The product line is concurrently marketed by Ashworth's existing sales and marketing team dedicated to Ashworth®-branded apparel. FLG will provide design services for Sunice Holdings Inc. and facilitate sourcing relationships for the new outerwear line.

Ashworth, Inc (NASDAQ: ASHW) is a leading designer of men's and women's golf-inspired lifestyle sportswear distributed domestically and internationally in golf pro shops, resorts, upscale department and specialty stores, and to corporate customers. Ashworth's three market-leading brands include: Ashworth Collection™, a range of upscale sportswear designed to be worn on and off course; Ashworth Authentics™, which showcases popular items from the Ashworth line; and Ashworth Weather Systems®, a technical performance line. Ashworth is also an Official Apparel Licensee of Callaway Golf Company.

Ashworth is also an Official Apparel Licensee of Callaway Golf Company and Ashworth owns the Outerwear Apparel brand Sunice in Europe, UK and the U.S.A. Ashworth is also a leading designer, producer and distributor of headwear and apparel under The Game® and Kudzu® brands. The Game is a leading headwear brand to collegiate bookstores and Kudzu products are sold into the NASCAR/racing markets and through outdoors sports distribution channels, including fishing and hunting. Ashworth is also the Kentucky Derby's exclusive on-site event merchandiser.

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For more information, please visit the Company's website at www.ashworthinc.com or contact Mary Beth Lacy at 760-346-6942, or email: mb@mblacy.com