



FOR IMMEDIATE RELEASE

ASHWORTH, INC. NAMES INDUSTRY VETERAN TIM CRONIN

VICE PRESIDENT OF CORPORATE SALES

CARLSBAD, CALIFORNIA, July 31, 2008 — Ashworth, Inc. (NASDAQ: ASHW), a leading designer of golf-inspired lifestyle sportswear, today announced it has named apparel industry veteran Tim Cronin as Vice President of Corporate Sales.

Cronin, a 26-year sports-apparel sales-and-marketing veteran, will be responsible for leading Ashworth's Corporate Sales team, as well as managing Ashworth's customer service. Tim will be working with the Ashworth Senior VP of Sales, Paul Bourgeois, on strategic retail initiatives.

Prior to his new Ashworth appointment, Cronin had served as President of Cutter & Buck for one year. He spent 14 years as a President of the Hilton Corporate Casuals Division and VP of Rawlings Sporting Goods Division for K2inc., before his stint at Cutter & Buck. His career has also included stops as VP of Sales at Odyssey Trading (Hong Kong) from 1992-1994, VP GM of Wilson Sporting Goods (1990-1992) and President of the Frank Shorter Sportswear Division of Levi Strauss (1982-1990).

"I'm very grateful that Ashworth has enough confidence in my ability to hire me as Vice President of Corporate Sales," says Cronin, 57, who currently resides in Seattle with his wife. They have three grown children. "I'm thrilled to be a part of this team, whose rich history and renewed commitment to excellence is second to none."

Cronin feels today's corporate apparel business is changing more rapidly than at any time in this trade channel's history, and that Ashworth is in a unique position for success and growth within this market. Ashworth President Eddie Fadel's leadership has helped the company undergo a strategic shift, reducing the competition between the Ashworth line and the Callaway line, making the brands more complementary to each other, Cronin adds.

"It's a huge plus to be able to have a seasoned industry veteran like Tim join the Ashworth, Inc., team," says Allan H. Fletcher, Chief Executive Officer of Ashworth, Inc. "Tim really understands what we're all about, and we're confident that his years of experience in the apparel business will be a major asset to the Ashworth family."

The group's corporate clients will be offered products ranging from Ashworth organic cotton, 100% cotton and cotton/poly hybrids with moisture management, Cronin says, while the complementary Callaway apparel line will have the Signature collection, C-Tech performance line and the high performance X-series. This, he says, gives the company "a single power

collection utilizing two brands.” The Ashworth and Callaway lines are supplemented by the Sunice’s men’s and women’s collection of performance golf outerwear.

“As we at Ashworth stay true and focused on the strength of our consumer brands, we will show a unified strategy that includes decorating in all three brands,” says Cronin, a Boulder, Colo., native. “The Ashworth group is a true one-stop shop with a single invoice solution to the complex world of branded apparel for the corporate world.”

Carlsbad, Calif.-based 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