

Ashworth

FOR IMMEDIATE RELEASE
May 20, 2008

VERSATILITY HIGHLIGHTS ASHWORTH'S MEN'S, WOMEN'S FALL 2008 LINES

CARLSBAD, Calif.—Ashworth Inc., a leading designer of on-course golf apparel and golf-inspired lifestyle sportswear, is introducing a versatile Fall 2008 women's collection to complement the equally versatile Fall 2008 men's collection that debuted at January's PGA Merchandise Show and will soon begin hitting golf-shop shelves. Among their many attributes, the men's and women's collections place importance on fabrics and attention to detail.

The Fall '08 men's season represents a feeling of déjà vu for the Ashworth brand, which was founded in January 1988 on the premise of replacing the 100 percent polyester golf shirts that then dominated the industry. The first thing Ashworth did for Fall 2008 was to research and test the newest and most innovative blended fabrics, 100 percent natural fabrics and organic fabrics to determine which ones could work into the company's design philosophy, which is to design more to a mindset than to an age demographic.

"To me, the fabric is 90 percent of the design effort," says John Ashworth, the company founder who returned to Ashworth last year as a design consultant. "We take great pride in the craftsmanship of garment making and apply that to the usage of a golfer for on or off the course."

Ashworth's Fall 2008 women's collections are more focused than ever before, and look toward the company's future instead of into its past. Ashworth didn't compare itself to its competitors but rather looked at women's apparel in general to find the best fabrics, flattering silhouettes (in look and golfing comfort) and great fit. Ashworth then spent much of its attention on the smallest details—satin ribbon set into the inner waistband, delicate zipper pulls, buttons, printed linings and logo tabs. These hidden or subtle details will surprise golfers upon closer inspection of the garment.

"The quality and sophistication of our Fall 2008 men's and women's collections are absolutely incredible," says Eddie Fadel, Ashworth's President. "Golfers will love the selection of our versatile lines, and the fact they can wear our apparel on and off the course in comfort and style."

MEN'S FALL 2008

Ashworth's new men's Fall 2008 categories include Third Groove Performance fabrics, EZ Tech Hi-Def 100% Luxury Cotton, environmentally friendly Ashworth Organics and young-minded ASHW33.

Ashworth is replacing 100% polyester with its Third Groove Performance category of golf shirts, which are made of innovative blends of pima cotton and polyester that are the ultimate in performance, comfort and style. The performance attributes include moisture wicking, breathability, lightweight, no snagging and no odor issues.

Ashworth is continuing, yet improving upon, its state-of-the-art EZ Tech Hi-Def Luxury 100% Cotton fabric shirt category, which is geared for a more classic, refined look. The company has added a specialized "innosoft" finish that gives the fabric a lustrous feel of luxury, but is easy care and won't wrinkle or shrink. This very soft, comfortable, lightweight cotton also has a special no-curl collar.

Ashworth Organics is a brand-new, great-looking line made of sustainable, recyclable or 100 percent organic cottons. Ashworth Organics' colors can cross merchandise with the other pieces in the line. Ashworth Organics incorporates very comfortable fabrics and classic styles that take a step for environmentally friendly products. In fact, this part of the collection is tagged with a new "Ashworth Organics" label and a hangtag that exclaims "For the Game, For the Planet."

Another new line called ASHW33 is designed for a slightly younger, hipper mindset. This avante garde look is designed with performance fabrics and unique graphic elements, stitching details and subtle treatments. This shirt group boasts a "mod fit," which is a slimmer fit by one size from Ashworth's classic fit. The company has a deep respect for the game's history and virtues, and attempts to incorporate that vibe into its clothing. The "33" logo is open to interpretation. It's basically a magical universal number. In life it's where youth intersects experience. It's a reminder to "mellow out." Another new logo is a crest that reads "Kings and Commoners," which is a reminder that golf is an inclusive, not exclusive, game.

Also on the Fall 2008 men's side, Ashworth Weather Systems is no longer dedicated to polyester knit shirts. Instead, AWS focuses on making layered pieces that help golfers battle the elements. Quietness, breathability and stretch are the key attributes of these pieces—a full seam-sealed rain suit, mid-layer waterproof shells and packable wind/water-resistant shells. AWS also includes a remarkable selection of 100% super-soft merino wool layering pieces from Australia.

Ashworth's pants and shorts are more unique in pattern with unexpected details, mostly flat-front styles and in colors that complement its knit top collections. Ashworth has some great core basic models in addition to a variety of novelty choices in the bottoms category.

Color scheme for the men's Fall 2008 collection is varied and exciting. The colors for the fashion collection shipping May 15—which for anywhere north of the equator means summertime—will be clean tones on the cool side with aqua, reed, fescue, blue grass and an orange/red tone as a contrast color and accent. Two neutrals, a lighter bone color and a graphite gray, act as a foundation and, of course, since it's summer there will be plenty of white involved.

The fashion collection shipping in mid July will transition into fall. The color palette is saturated with rich colors—espresso, blackberry, rhumba red and graphite gray—yet has a cool balance with a light, clean Caribbean blue and a medium new blue, and is grounded with a sand and fog heather. The Organic portion of this group is made up of heather colors of the same tones, giving the group a distinct depth.

The anchor color for the fashion collection shipping mid September—primarily designed for the nation's sunbelt region's golf shops—is an indigo blue mixed with three shades of blue, a light silverpoint, a mid-tone Welsh blue and a royal blue. These blues are offset by several unique warm shades—an earth yellow called Sunrise and a mid tone called sunset. An ample supply of white completes this group.

WOMEN'S FALL 2008

Some of the trends Ashworth incorporated into its Fall 2008 women's lines include monochromatic prints, oversized buttons, lightweight sweaters and outerwear. Because golf is truly a lifestyle, Ashworth designed some items that can be worn from the golf course straight into the golfer's daily off-course activities.

Ashworth feels it is important to look and feel good in golf apparel, so it takes pride in each item's function. Front and back pockets on all its bottoms can be used to store ball markers, tees, ball, etc. The company offers the latest in “performance” cotton—a hybrid cotton/polyester high-twist yarn that has a soft hand but wicks moisture away from the body, and also dries quickly. All of Ashworth's knit range is cotton rich, very comfortable fabrications that allow for a soft hand.

Each of the three Fall 2008 Women's collections—California, New York and Hawaii—has its very own identity. This was achieved through color scheme, styling, fabrics and trims.

The first collection, California, has a very specific Southern California feel. It is made up of warm tones of yellow and crisp white with some soft-khaki accents. Knit fabrications include cotton/modal/spandex blends offering beautiful drape and stretch. A variety of monochromatic prints offer a third dimension to this collection. A hooded tunic terry pullover and cotton/rayon/spandex dress add to this collection's “lifestyle.”

The second collection, New York, has a very preppy, East Coast feel. Silhouettes are very traditional, yet sophisticated. The collection contains very classic colors—black, white, khaki and a very rich red tone—and offers lots of variety in layering pieces, which is key

for this delivery. Sweaters are rich in both hand and color. Fabrications for sweaters include 100% wool, cotton/wool and cotton/cashmere blends. Geometric and argyle patterns represent this group's preppy feel.

Hawaii, the third collection, has a water theme and consists of deep blues and vibrant crisp aqua greens. This collection offers a performance edge with a selection of knits that are moisture wicking, quick drying and breathable. These are made of a blend of two high-twisted yarns that provide fantastic hand, comfort and durability.

Carlsbad, Calif.-based Ashworth, Inc., 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 on- and off-course sportswear; Ashworth Authentics™, which showcases the Ashworth line's popular items; and Ashworth Weather Systems®, a technical performance line.

Ashworth is also an Official Apparel Licensee of Callaway Golf Company and Ashworth owns the outerwear apparel Brand Sunice. 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.

#

For more information contact:

Mary Beth Lacy at 760-346-6942 or email: mb@mblacy.com