



NEWS RELEASE

LOFT 8° STYLES THE PGA OF BC CHAMPIONSHIP

Vancouver, B.C. (August 19, 2009) – The PGA of BC is excited to announce Loft 8° as the Presenting Sponsor of the PGA of BC Championship taking place August 24-26 at Crown Isle Resort & Golf Community. Loft 8° is a performance and fashion oriented golf apparel company created by an avid golfer and a former CPGA Golf Professional. Their focus is to create technically advanced golf apparel with designs tailored to attract a wide variety of golfers.

“We at Loft 8° are excited for the continued growth of our company, and we can’t thank the PGA of BC enough for their support over the past four years,” said Loft 8° President and Co-Founder, Joe Kim. “We look forward to providing apparel for the many PGA of BC members and their clubs for many years to come. We hope everyone has a great time at the PGA of BC Championship, and we look forward to hearing your feedback regarding our product.”

In just four short years, Loft 8° apparel is represented in more than 500 golf shops across North America and worn by many PGA Club Professionals and touring golf professionals, including a number of players on major tours all over the world, from the LPGA, Nationwide and Canadian Tour, to the Alberta, BC and Ontario PGA circuits.

Every year, Loft 8° tries to introduce a new collection of high-quality, low-maintenance apparel with an array of different styles and colors made to appeal to all golfers.

“We are very pleased to have Loft 8° present the PGA of BC Championship,” said PGA of BC Executive Director Brian Butters. “Loft 8°’s performance golf apparel is outstanding and we are very thankful for their continued support. We hope to have Loft 8° partnered with the PGA of BC well into the future.”

In 2010, Loft 8° will be introducing their first collection of shorts. Their lightweight, breathable and fashionable shorts will be available in three colors and will also have UV Protection with a 40+ rating.

Loft 8° join a distinguished list of companies with their corporate sponsorship of the PGA of BC. The PGA of BC looks forward to continuing a stylish 2009 golf season with Loft 8° as a valuable member of the team.

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About Loft 8°

Loft 8° is a performance and fashion oriented golf apparel company created by an avid golfer and a former CPGA Golf Professional. Their focus is to create technically advanced golf apparel with designs made to appeal to a wide range of golfers. Loft 8° apparel is high quality and low maintenance.

All their shirts are made with a performance polyester that has Wik-A-Way - Moisture Wicking Technology - which allows the shirt to be breathable and quick drying. All shirts also have Permanent Moisture Management. Whether it is hot or cold outside, the material reacts accordingly, cooling you down or warming you up. Loft 8° shirts come with UV Protection with a 40+ rating.

Loft 8°'s new Comfortec Dry System outerwear pieces are all 100% waterproof, lightweight, durable and quiet with versatile, removable sleeves. The outerwear pieces also have UV Protection (40+ rating), conveniently located venting panels for extreme breathability and drawstrings for a fitted, stylish look.

For further information about Loft 8° visit www.loft8.ca

About the Professional Golfers' Association of British Columbia

The PGA of BC is one of nine zones comprising the Canadian Professional Golfers' Association (CPGA). The PGA of BC serves and represents more than 650 golf professionals who work at and operate golf courses, driving ranges and other golf facilities throughout the Province. PGA of BC professionals are experts in the business of golf, are the most qualified instructors of the game, and are essential to any successful golf operation. PGA of BC professionals teach and administer golf while providing strong leadership in the community through charity events and volunteering. The PGA of BC operates ten provincial championships at venues around BC involving professionals and professionals teamed with amateur golfers. The PGA of BC also owns and operates the PGA of BC Trade Show, the largest annual golf industry gathering in BC. For further information on the PGA of BC visit www.pgabc.org

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