

***Launch of Zero Restriction Cutting Edge  
Fall 2009 Outerwear and Performance Apparel:  
Completes New Brand Identity***

**For Immediate Release**

January 26, 2009

New York, NY

There are more than new logos for Zero Restriction in Fall 2009. Each collection builds on the innovations in golf outerwear the company pioneered over 17 years ago. Exciting additions to men and women's collections deliver comfort in all conditions via their patented freedom-to-swing styling--the hallmark of Zero Restriction design.

ZR's unique blend of Motion-Tuned features and innovative fabric technologies combine to create golf's most trusted outerwear and performance apparel.

The new items in the ZR collection include:

- **Featherweight Qualifier** GORE-TEX® PACLITE® Shell Jacket
- **Fullturn Jacket, Pullover and Vest** in Fullturn 4-Way Stretch Waterproof/Breathable fabric.
- **Backspin Pullover, Half Sleeve and Vest** – stretch fabrics offer a modern alternative to the traditional windshirt.
- **Highland Jacket and Pullover** – modern softshells for golf.
- **Greenside Jacket** – a stretch woven softshell for weatherproof performance.
- **Hybrid Wool Polo and LS Polo** – Superfine Merino paired with polyester for a new take on the performance golf shirt.

“This is a whole new Zero Restriction”, said Steve Rogerson, Creative Director. “For Fall 2009 we introduce 16 new outerwear and apparel styles. When you look at our SKU assortment, over half the line is new, which is a dramatic jump for the company.”

“ZR has always been known as the #1 rain & wind wear brand in golf,” said Todd Martin, Brand President. “Fall 2009 builds on our heritage and takes our product line to an entirely new level. We still offer our classic rain suits and shells, and the classic windwear that customers trust and love. But, these great new items, address the golfer’s needs for comfort in a wider range of conditions.”

“Our hallmark? Full freedom of movement for an unhindered golf swing, plus weather protection, moisture management, quick dry time and good looks,” said Rogerson. “ZR has been updated, but garments remain true to the quality, styling and performance that ZR has always stood for.” Rogerson continued, “Piers Thomas, our Design Director, has a wealth of international experience creating ground-breaking products for companies like Patagonia, Helly Hansen, Simms, Filson and Max Mara. He brings new insight to ZR, and in one season has transformed the look of this iconic golf brand with progressive aesthetics.”

### About Zero Restriction

Founded in 1991, this Pennsylvania-born company started by making waterproof rainwear for golfers. Players on all three professional Tours saw the advantages of ZR, and orders started pouring in. Now more than 17 years later, ZR is again setting new standards in golf apparel, using innovative technology and patented features to enhance freedom of motion without restriction, something that is crucial for all golfers.

From avid golfer to seasoned Tour pro, Zero Restriction provides comfort in any weather, through the thoughtful design of the world's finest golf outerwear and apparel.

The Association of Golf Merchandisers (AGM), an industry group of the best shops at golf resorts and country clubs recently ranked Zero Restriction as the top outerwear brand at public and private clubs.

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