



FOR IMMEDIATE RELEASE

**ICONIC™ SPORT UPs THE ANTE, BRINGS OLD-SCHOOL VEGAS GLAMOUR TO THE 2008 PGA FALL EXPO.**

SAN FRANCISCO, CA (August 18, 2008)—One of the originators of the luxury performance genre, Iconic™ Sport adds to its 2008 assortment with elegant new body styles in both tops and bottoms, as well as a new eco-friendly, high-tech, bamboo fabrication.

Known for a glamorous, high fashion updating of classic styles, along with the richest modern fabrics and original prints, Iconic has always presented an underlying themed approach, with a specific name and tribute behind every style in the collection.

It is a unique blending of old-school elegance and modern high-tech performance, marking its founder and designer, Leslie Chow, as something of a modern day Givenchy of the links. Clearly, many of the Iconic styles are classically inspired, harkening back to a period of high vogue and sophistication, including a subtle homage to Audrey Hepburn.

"The collection is very sophisticated and classic – easy to dress up, or dress it down for more than just golf," says Chow. "Suited for travel wear, resort wear, or other active sports, Iconic is a contemporary interface between sporting and sophisticated non-sports activities as well." With a year-round color base centered on classic black and white, the line subtly builds in palate, creating a myriad of mix-and-match combinations

of solids and highly sophisticated prints, that are virtually timeless, flowing evenly from one season to the next.

"All of our styles are meant to be transitional, they're designed specifically for golf and are performance enhancing, but are also stylish and comfortable enough to be worn off the golf course," says Chow. "We're hoping that people will respond to the high style, and once they wear it, they'll realize what a great design it is in terms of the fit, comfort, and functional 'golf-ability.'"

It's sophistication that works, as Chow has brought swank back to the links. And where other high-tech golf fabrics may be reminiscent of the "bulletproof" polyester of years gone by, all Iconic garments have an elegant hand and soft touch, yet retain remarkable shape and a sharp sensitivity to the modern, fashion-forward golfer.

Added to the overall collection are two new black and white prints, "All Square" and "Wild Thing." The former is a cultured window-paned geometric, reminiscent of 1960's graphics, and not really square at all. The "Wild Thing" is also a kind of 1960's inspired, mosaic format. Both are subtle, cosmopolitan, and very chic — particularly when applied to some of Iconic's most popular tops, and matched with the right bottom. And when paired with either of Iconic's skort styles, make a keenly stylish and functional two-piece dress combination.

In addition to the new prints, Iconic will be presenting three separate new tops: a color-block Tee; a mock turtle with cap sleeve; and a variation of the existing "Audrey" cap sleeve shirt, with a smaller collar. They join three new bottoms. The new skort is a shorter, simple version, with a younger, fresher look, a wide yoked waistband, a single kangaroo pocket to eliminate movement, and a lightweight spandex interior with the seams on the outside so the smooth side is the skin side. The under-short has a gusset seam to prevent chafing, and as in all Iconic garments, the new skort features stretch, antimicrobial properties, wicking, breathability, and is machine washable. All of the bottoms have rear scorecard pockets, and other related golf-specific pocket designs.

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The new skort is joined by a pleated crop pant, and a longer version of the best-selling Iconic pedal pusher. Selected bottoms will feature a combination fabric of nylon, bamboo, and spandex. As part of the eco movement, bamboo is a popular bio sustainable fiber, which in this instance has a linen-like feel unlike other bamboo blends. The spandex gives stretch, the nylon provides resilience, and the bamboo is for texture, feel, natural wicking, and antimicrobial properties.

Ever at the forefront, Iconic™ Sport continues to build on Chow's original philosophy of providing upscale sophistication to performance enhancing, golf-specific designs. She's done more than that with a collection that is truly elegant, and a fitting tribute to the classic glamour of days gone by.

#### About Iconic™ Sport:

Founded and designed by former NASA engineer, Leslie Chow, Iconic is targeted at upscale golfers, emphasizing sophisticated style and golf performance enhancement. Born out of Chow's disenchantment with existing women's golf apparel, Iconic garments incorporate elements from both her engineering background, and an innate fashion sense. Once cited by a noted Silicon Valley recruiter, as "the coolest woman in the Valley," Chow has created a high fashion statement, with functional design elements specifically intended for the serious player. With degrees from both MIT and Stanford, she is an avid multi-sport athlete, and was featured in the "Member Spotlight" segment of the 2007 Bluebook edition of the Northern California Golf Association's magazine, *NCGA Golf*.

Based and manufactured in San Francisco, Iconic™ Sport products are directed toward the affluent, fashion conscious athlete, who desires something special in their choice of golfwear.

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