



**FOR IMMEDIATE RELEASE**

**ICONIC™ SPORT GOES "ALL IN" FOR LAS VEGAS PGA FALL EXPO DEBUT.**

SAN FRANCISCO, CA (SEPTEMBER 5, 2007) — One of the originators of luxury performance golf apparel, Iconic™ Sport, continues its ongoing series of sales, charity, and innovative promotional efforts, with its first ever appearance in Las Vegas. "We want to expose the line to a new set of buyers here on the West coast that don't normally go to the Orlando show," said Iconic™ Sport Founder and Designer, Leslie Chow.

On the heels of a highly successful second showing at the PGA Merchandise Show in Orlando last January, and an assortment of spring/ summer regional and local personal appearances by Chow, Iconic now ups the ante, with the unveiling of new styles, new color ways, and new prints to be shown at the PGA Fall Expo, Sept. 10-12, 2007, in Booth #261 at the Mandalay Bay Resort & Casino Convention Center in Las Vegas.

A former aerospace engineer, Chow was one of the pioneers in bringing the combination of high tech and performance enhancement to high fashion women's golf apparel. "This is what separates Iconic from other high-end golf apparel lines," she explained. "Iconic is the only stylish high-end line that's also ALL technical. There are a number of brands with "junior" lines, and people who have "fashiony" and lifestyle lines, but they're not necessarily focused on the technical, and not focused on golf specific features and functionality." She adds that Iconic is not intended for everyone, it's targeted at a certain type of consumer — upscale, athletic, and highly fashion conscious.

"Iconic has a basic palette of colors that work all the time, like classic black, white, tonal grays, and navy" explained Chow. "We keep those colors and freshen them up with coordinating prints, that are fun, retro, and interesting, as well as some seasonal colors like our jewel tones, berry and periwinkle, that compliment our basics and mix-and match with the prints,"

Latest additions to the Iconic collection include two new shirt styles, the Turnberry twist, and the Olympia boat-neck cowl. The latter is a gently draped bateau cowl with cap sleeves, trimmed in a luxurious brushed-knit inside face. The Turnberry is also a gracefully draped, set-in boat-neck, with cap sleeves, and an additional compelling but gentle, figure-flattering twist.

They're joined by a new plus size range of 18-22 in two of the more popular existing Iconic styles, as well as the first inclusion of two men's shirts to the line; a polo and a banded collar. Also new, are sunscreen arm-sleeves. "Sunscreen sleeves are very popular in Asia, it's not a new concept," said Chow. "But the common Asian sleeves aren't necessarily technical the way these are, which were developed with a similar concept to our arm warmers, but in a lighter weight, with wicking, breathability, and UV protection."

Also new to the line is the addition of color blocking, new colors, and fresh prints in a number of the existing Iconic body styles. Iconic™ Sport has also recently been approved as a Swiss+Cotton®

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