



Press release

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PINK RIBBON GOLF SIGNS FIVE YEAR SPONSORSHIP DEAL FOR THE LADIES IRISH OPEN AND IS DESIGNATED AS ONE OF THE “OFFICIAL LICENSEE” FOR THE 2011 SOLHEIM CUP AT KILLEEN CASTLE

Pink Ribbon Golf Ireland, a unique new range of ladies golf apparel & accessories, will become the ‘Official Clothing’ supplier to the AIB Ladies Irish Open 2008-2012. Pink Ribbon Golf is proud to be affiliated with such a prestigious event that will have three of the World’s Top 16 players in the field and showcase the best European and Irish lady golfers.

As part of the agreement, Pink Ribbon Golf will be designated as one of the ‘official licensees’ of the official merchandising programme for The 2011 Solheim Cup which will be played over the new Killeen Castle golf course, a Jack Nicklaus signature-design in Co. Meath.

Pink Ribbon’s unique selling point is that 10% of all sales (net of VAT) of its merchandise goes to Action Breast Cancer, part of the Irish Cancer Society. In addition to enjoying a high quality product, vendors and purchasers can play their part in raising funds for breast cancer research in addition to raising awareness about the disease.

The Pink Ribbon golf accessories collection includes; golf bags, travel bags, shoe bags, club head covers, golf gloves, caps, visors and ball markers and are currently available in over eighty outlets throughout Ireland. Spring 2009 will also see the launch of the ladies sport and leisure clothing line.

David Drachmann-Sunne, based in Austria, first conceived of the idea for the Pink Ribbon Golf Collection in 2006. He approached the Austrian Cancer league with the idea of the Pink Ribbon Golf collection, a golf apparel & accessory collection that donates 10% of all the retail sales to the designated cancer society in each country.

The Pink Ribbon Golf Collection was subsequently launched in Austria in 2007 and since then is fast becoming a recognised brand name in other countries such as Ireland, Denmark, Germany, U.K, Spain and Portugal (to name just a few) where franchises have already been set up.

David Drachmann-Sunne, Founder: “I am overwhelmed at the positive reaction that there has been to Pink Ribbon Golf, we are a relatively young venture yet we are already making an impact in over eighteen countries. The partnership with the AIB Ladies Irish Open compliments our vision, which is to help raise awareness and join the fight against Breast Cancer.”

Bernard & Penny White, Pink Ribbon Golf Ireland: “Having recently launched Pink Ribbon Golf in Ireland, we are particularly delighted to be associated with the AIB Ladies Irish Open and The 2011 Solheim Cup at Killeen Castle. The opportunity to be the ‘Official Clothing’ supplier to this event and designated as one of the "official licensee” of The 2011 Solheim Cup is a wonderful chance for us to introduce the collection that combines stylish ladies golf apparel & accessories and contribute to the battle against breast cancer by donating 10% of all our sales to Action Breast Cancer in Ireland.”

The Pink Ribbon is the international symbol for solidarity with Breast Cancer patients and a symbol of hope. Pink Ribbon Golf is a registered trademark of his company Dasuco.

For further information on Pink Ribbon Golf Ireland contact:

Bernard White

Official Distributor in Ireland

Phone: +353 (0)1 453 3611

Mob: +353 (0) 87 231 9746

Email: Info@willash.com

Website: www.dasuco.eu