

# Calvin Klein, Inc. Appoints Irish Apparel Specialists, Premium Golf Brands, as Global Licensee

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## Premium Golf Brands to Develop Calvin Klein Golf Apparel and Accessories Range

New York, USA & Cork, Ireland: Calvin Klein, Inc. (CKI) and Premium Golf Brands (PGB) today announced an agreement that appoints PGB as the official global licensee of Calvin Klein Golf. Appropriately for the Cork based company, the announcement was made just in time for St. Patrick's Day celebrations in the presence of An Taoiseach Brian Cowen.

The agreement was announced following a breakfast in New York City honouring Ireland's Prime Minister, Brian Cowen who is leading a trade mission to the U.S. The event was hosted by Enterprise Ireland, the Government Agency responsible for driving leadership and growth for innovative Irish companies in international markets.

The exclusive multi year licensing agreement allows PGB to source, manufacture, and distribute Calvin Klein Golf apparel for men and women. The license also includes the right to introduce other Calvin Klein Golf accessories on a global basis.

The men's and women's Calvin Klein Golf Spring 2009 range is available at retail now from leading golf specialty stores and resorts in the UK, Ireland, Spain, Portugal, Germany, Finland, Turkey, and Sweden. A full European roll out of the brand is expected by the end of the next quarter, and it is planned that by Spring 2010, that the global distribution of Calvin Klein Golf will expand to reach the Middle East (Dubai), the Americas, Africa, and Asia.

Premium Golf Brands, Europe's largest golf apparel distributor, was the European distributor for the predecessor license since the Calvin Klein Golf brand was launched in early 2008. The extensive experience that the company offers combined with the success of the brand in the UK and European markets, have been instrumental in securing PGB's appointment. Tom Murry, Calvin Klein Inc.'s President & CEO said, "We think that Premium Golf Brands is an exceptional choice for Calvin Klein as we expand our presence in the global golf market. We are confident that the company understands the importance we associate with the brand and has the skills, market knowledge, and relationships to take Calvin Klein to the international golf market. PGB's leadership position in the European golf market, experience, and success to date speak volumes, and we are delighted to announce this new partnership."

The global sales, production, and manufacture of the Calvin Klein Golf brand will be managed in-house in Cork. PGB prides itself on its vertical structure, which has been cited as the reason for the company's ongoing success. Despite the company's stature, this is the first global licence that the company has signed as Managing Director Grahame Jenkins comments, "We are very proud to be working with Calvin Klein, Inc. It is a fantastic company to be associated with and we are in no doubt that we can grow the Calvin Klein Golf brand worldwide. This deal is particularly important to us because it marks a significant milestone in our company's development as our first global appointment."

Notes to the Editor

## About Premium Golf Brands

Headquartered in Cork, Ireland, Premium Golf Brands (PGB) is Europe's largest golf apparel and accessories distribution company. It owns two specialist golf apparel brands: Dwyers & Co. and Green Lamb, which is Europe's leading ladies brand. In addition to the new Calvin Klein Golf brand, the company also licenses four additional high-end golf-clothing labels in Europe: Pukka, Fairway and Greene, Zero Restriction and Cutter and Buck. The privately held company was formed in January 2008, when Eurostyle, an established golf apparel firm, joined forces with industry experts Grahame Jenkins and Charlie Casson. For additional information, please visit [www.premiumgolfbrands.com](http://www.premiumgolfbrands.com).

## About Calvin Klein Golf

With showrooms in Cork, Ireland; London and Manchester, UK; Villamoura, Portugal; Berlin, Germany; and Costa del Sol, Spain Calvin Klein Golf has already begun to make an impact on the European golf market. Working under direction of Kevin Carrigan, Creative Director for ck Calvin Klein and Calvin Klein, the line will continue to uphold the modern aesthetic of the Calvin Klein brand aesthetic with clean lines, classic cuts, and colour palettes which seamlessly transition from the fairways to the clubhouse and beyond.

## About Calvin Klein, Inc.

Calvin Klein, Inc., a wholly owned subsidiary of Phillips-Van Heusen Corporation [NYSE: PVH], is one of the leading fashion design and marketing studios in the world. It designs and markets women's and men's designer collection apparel and a range of other products that are manufactured and marketed through an extensive network of licensing agreements and other arrangements worldwide. Brands/lifestyles include Calvin Klein Collection, ck Calvin Klein, Calvin Klein, Calvin Klein Jeans and Calvin Klein Underwear. Product lines under the various Calvin Klein brands include apparel, accessories, shoes, sleepwear, hosiery, socks, swimwear, belts, eyewear, watches, jewellery, coats, suits, fragrances, and cosmetics, as well as products for the home. For additional information visit [www.calvinklein.com](http://www.calvinklein.com).

Phillips-Van Heusen Corporation is one of the world's largest apparel companies. It owns and markets the Calvin Klein brand worldwide. It is the world's largest shirt and neckwear company and markets a variety of goods under its own brands, Van Heusen, Calvin Klein, IZOD, ARROW, Bass and G.H. Bass & Co., and its licensed brands, including Geoffrey Beene, Kenneth Cole New York, Kenneth Cole Reaction, unlisted, A Kenneth Cole Production, BCBG Max Azria, BCBG Attitude, MICHAEL Michael Kors, Sean John, Chaps, Donald J. Trump Signature Collection, JOE Joseph Abboud, Tommy Hilfiger, DKNY, and Timberland. For more information, visit [www.pvh.com](http://www.pvh.com).

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