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LIJA by Linda Hipp Introduces Four New Collections for Fall 2007

Market Leader Pairs Bold Colors & Vibrant Prints with Technical and Traditional Fabrics

(Vancouver, BC, Canada) – Popular golf and sportswear designer Linda Hipp and her company, LIJA, debut four stunning collections for Fall 2007 rich in jewel-tone colors and featuring dynamic, whimsical prints in technical and traditional fabrics across nearly 200 pieces.

Inspired by a fusion of sport, leisure and fashion, the Fall 2007 collections – Amethyst Ice, Emerald Rain, Ruby Fire and Sapphire Sky – continue LIJA’s mission to provide women with fun, functional fabrics for all phases of life. The latest offerings focus on textured technical fabrics, warm up suits and puffy outerwear designed with a fashionable edge. Creative details accenting the collections include multi-colored buttons, snaps, color blocking and the unique placement of stitch lines and zippers.

These diverse collections include polos, t-shirts, sweaters, vests, jackets, pants, capris, shorts, skorts and track suits designed to fit with each woman’s unique style. Among the layering pieces are a number of technical fabrics with features that include moisture management, UV protection and water-resistance. The line’s “Windchill” half-zip pullover, for instance, has the coziness of a sweater but offers a polyester inside layer for wind resistance. Additionally, LIJA has introduced a new lining to the fall skorts that is lightweight, anti-static and anti-friction for enhanced comfort.

“Bold, beautiful colors were the inspiration this season and the fusion of sport, leisure and fashion epitomizes LIJA as a brand,” says Hipp, principal designer and founder. “We continue to push the barriers between golf and lifestyle fashion, and the Fall 2007 collections successfully blend the two in a mix of cutting-edge and classic pieces.”

Retailing from \$30 for some t-shirts to \$220 for select outerwear, the collections are highlighted in a 40-page catalog that is currently available for retailers and media members.

LIJA is a staple in finer golf and non-golf retailers across North America, including world-renowned resorts like Pebble Beach, Doral, Kiawah Island and Kapalua. The company’s Spring 2007 collections – showcasing innovative textures, superior styling, unique prints and functional fabrics – are in stores now.

For more information, call 888.263.1191 or visit www.lijastyle.com.

About the Collections

Amethyst Ice highlights beautiful, soft tones of amethyst and aquadisiac blue, mixed with navy and sangria to create a dynamic color story. This collection introduces a diverse selection of layering polos, t-shirts, sweaters, vests and jackets, allowing individuals to wear LIJA in a way that's unique to their style.

41 pieces, ships June 15

Emerald Rain is like a cool, dewy fall morning's soft blue sky with the sun just peering through. This collection is a unique combination of forest green, rain – a very pale blue – and a brilliant soleil yellow. Beautiful textures are highlights for this group, including cotton and viscose based stretch knits, lightweight technical fabrics, stretch twill, herringbone, cashmere-blend sweaters and more...perfect for coming up with a unique combination for all who wear LIJA.

55 pieces, ships July 15

Ruby Fire's dramatic colors are reminiscent of the changing colors of fall . . . chili, spice, avocado and cocoa. Subtle plaid and dynamic stripe bottom prints are the foundation for this story with a beautiful variety of rich solid or whimsical print polos and sweaters to complete the look, whether you're on the course or warming your toes by the fire.

45 pieces, ships September 15

The brilliance of LIJA's **Sapphire Sky** holiday collection makes it the most dazzling for fall. Tradition meets glamour as electric – a brilliant royal blue – and fuchsia mix with black, white and gray. Create a bold story or keep it simple with traditional colors, but add some pop with the collection's lovely contrast sweaters.

44 pieces, ships October 31

About LIJA

LIJA has received significant recognition within and outside the golf industry, achieving organic annual sales growth of at least 50 percent each of the past seven years. Enjoying a rapidly expanding sales force and account base in North America, LIJA recently began selling into the UK, Australian and Japanese markets.

Recent recognition for the company includes:

- 2006 PROFIT W100 Ranking of Canada's Top Women Entrepreneurs (No. 5)
- 2006 Business in Vancouver "BC's 50 Fastest-Growing Companies" (No. 20)
- 2006 PROFIT 100 Rankings of Canada's Fastest Growing Companies (No. 69)
- 2005 Canadian Golf Company of the Year – Score Golf magazine
- 2005 PROFIT W100 Ranking of Canada's Top Women Entrepreneurs (No. 3)
- 2005 PROFIT 100 Rankings of Canada's Fastest Growing Companies (No. 56)
- 2004 Polartec APEX Award (for innovative use of technical fabrics)
- North America's "Top-5 Up-and-Coming Women's Golf Apparel" – GolfWorld Business

Individually, Hipp has been honored as a grant recipient of the Matinee Fashion Foundation Award, which annually recognizes and funds select Canadian designers, and voted a "40 Under 40" winner by Business in Vancouver.

Hipp, 40, previously worked as a business development executive for Vancouver's Canucks (NHL) and Grizzlies (NBA). An avid and highly-skilled golfer, Hipp struggled to find on-course apparel that meshed with her off-course fashion sensibility. Recognizing a market opportunity – and the chance to combine her passions for fashion, golf and business – Hyp Golf was launched in July 1997. The company re-branded as LIJA in late 2004. Chiefly influenced by both European

trends and West Coast style, Hipp has garnered a widespread reputation as one of North America's hottest sportswear designers.

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