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LIJA by Linda Hipp Premieres New Off-Course Collection For Spring 2008

Golf and Sportswear Market Leader Continues Growth in Lifestyle Category

(Vancouver, BC, Canada) – Popular women’s apparel designer Linda Hipp and her company, LIJA, announce the debut of an expanded range of lifestyle pieces and accessories for Spring 2008, including an entirely new “leisure” collection featuring crisp, sporty styles and fresh colors that extend well beyond the course.

Filled with casual sportswear essential for any closet, the Life of Leisure collection is an extension of LIJA’s ever-widening reach into the lifestyle category. The luxurious cotton-based vests, jackets, t-shirts, shorts and capris were all created to provide women with ultimate comfort during their leisure pursuits.

“LIJA’s success has reached a point where it’s logical to explore other avenues in the lifestyle category,” says Hipp, principal designer and founder. “We are thrilled to offer a diverse collection of pieces that can be worn throughout all aspects of a woman’s busy and active lifestyle. The new pieces have evolved from the fashionable golfwear we’re known for, and while Life of Leisure is the heart of our lifestyle offerings, all of the Spring 2008 collections feature fashion-based styles that transcend the course.”

Designs like the cotton Lux Knit Bocce Vest, which features a ruched collar, the Lux Knit Layering Pullover and the vintage-inspired French Terry Lazy Days Short showcase LIJA’s ability to create chic designs with broad appeal for the urban market.

“Motivation for each collection comes from what I see in the world’s fashion capitals,” Hipp adds. “I draw inspiration from what I see in interior design, while shopping Los Angeles and New York and roaming the streets of Paris.”

In support of the company’s growth with the Spring 2008 collections – including an expanded line of accessories featuring belts, headbands, tote bags, socks and visors – LIJA is pursuing a proactive fashion distribution strategy. The brand has released its first lookbook to help draw attention from audiences outside of golf to the new styles and will attend the season’s major fashion trade shows.

Retailing from \$20 for boyshorts to \$180 for select outerwear, LIJA’s more than 200 pieces for Spring 2008 are highlighted in a 52-page catalog that is currently available for retailers and media members. The new catalog includes the “Hipp Factor” – which calls out Hipp’s favorite pieces from each collection. These pieces will also be profiled as such at retail with garment packaging.

LIJA is a staple in finer golf and non-golf retailers across North America, including world-renowned resorts and clubs like Pebble Beach, Doral, Kiawah Island, Whistling Straights and Congressional.

More information is available at www.LIJASStyle.com or 604.270.6060.

About LIJA

LIJA is a market leader in fashion-forward styles featuring feminine and comfortable silhouettes inspired by the fusion of sport, leisure and fashion. The brand's distinctive excellence is driven by LIJA's passion, commitment and dedication to creating innovative designs.

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:

- 2007 PGA Magazine – Resort Top Seller
- 2007 PGA Magazine – Private Course Top Seller
- 2007 Best of Show Honors at PGA Show – Golfing Magazine
- 2007 PROFIT 100 Rankings of Canada's Fastest Growing Companies
- 2006 PROFIT W100 Ranking of Canada's Top Women Entrepreneurs
- 2006 Business in Vancouver "BC's 50 Fastest-Growing Companies"
- 2005 Canadian Golf Company of the Year – Score Golf magazine
- 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.

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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