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LIJA by Linda Hipp Grows International Tour Presence

Golf Fashion Market Leader Adds Six New Players

(Vancouver, BC, Canada) – Popular golf and sportswear designer Linda Hipp and her company, LIJA, announce the signing of Tour pros Ashley Hoagland, Briana Vega, Courtney Erdman, Jennifer Greggain, LeAnna Wicks and Maru Martinez to the roster of international Tour stars that prefer the company's on- and off-course style.

These players join LPGA Tour star Christina Kim in wearing the company's clothing displaying the LIJA logo during all on-course activities. The six women – five of whom are under age 30 – represent some of the best young talent competing on the LPGA, Ladies European and Futures Tours in 2007.

"If you feel confident and comfortable in your clothes, you're going to play better," says Briana Vega, winner of The Golf Channel's Big Break VI. "LIJA's apparel is both fashionable and functional."

"I'm very happy to be working with such a talented group of players," says Hipp, principal designer and company founder. "Fashion is such a personal thing – I look forward to developing a relationship with each of them and discovering how LIJA fits their unique personalities."

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

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

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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