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LPGA Tour Star Christina Kim to Endorse LIJA by Linda Hipp

Tour Presence Grows for Golf Fashion Market Leader

(Vancouver, BC, Canada) – Popular golf and sportswear designer Linda Hipp and her company, LIJA, announce the addition of Christina Kim to the roster of international Tour stars that prefer the brand's stylish on- and off-course looks.

As part of this agreement, the 22-year-old Kim, a two-time winner on the LPGA Tour, will wear the company's clothing displaying the LIJA logo during all on-course activities.

"Looking great helps me focus on my game and play my best," says Kim. "The clothes Linda Hipp designs fit perfectly with my personal style and let me create outfits for any mood or playing conditions."

Known for her fun-loving attitude and passion for the game, Kim became the youngest player in LPGA Tour history to top \$1 million in career earnings following wins at the 2004 Longs Drugs Challenge and the 2005 Mitchell Company Tournament of Champions. A member of the victorious U.S. Solheim Cup team in 2005, the California native secured three top-10 finishes this past season, including fifth place at the Ginn Clubs & Resorts Open.

"Christina is a truly unique personality and fashion trend-setter on the LPGA Tour," says Hipp, principal designer and company founder. "We're extremely excited to have her wear LIJA while competing. Her flair and sense of style make her a great representative for our brand."

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 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, 39, 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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