



maple leaf
junior golf tour

DAWGS Golf to Sponsor the Maple Leaf Junior Golf Tour

VANCOUVER, B.C. – The Maple Leaf Junior Golf Tour (MJT), Canada's only national junior tour run exclusively by PGA of Canada Professionals and the 'Road to College Golf' for aspiring young players, has signed DAWGS Golf, a superior line of advanced-technology super-lightweight golf footwear, as a Product Partner for the 2012 golf season.

DAWGS originated in Saskatoon, Saskatchewan, in 2005. DAWGS Golf (www.DAWGSgolf.com), a division of USA DAWGS, Inc., was formed in 2009 to extend its premium footwear lines into the golf arena, to meet the needs of players for lightweight shoes that offer all the comfort, style and affordability for which DAWGS are known. The *Spirit* from the DAWGS golf line weighs in at less than seven ounces per shoe, making it the 'world's lightest golf shoe' and a 'foot's best friend'. These shoes also absorb shock, protecting your heels and foot, and enhance your golfing performance with strategically placed molded rubber spikes that keep your feet planted firmly on the fairway.

"We believe golfers deserve and long for lightweight shoes that offer all the comfort, style and affordability DAWGS are known for," says Steve Mann, founder, president and CEO of the DAWGS companies. "The variety of golf shoes in our lines will suit the needs of players everywhere. We are excited to partner with the Maple Leaf Junior Golf Tour and support junior golf in Canada via our sponsorship."

MJT alumni include many Professional Tour players, Canadian PGA Professionals, and Canadian Amateur, National and Provincial Junior Champions. The national program of over 60 tournaments and clinics starts rolling out in March 2012, and more information can be found at www.maplejt.com. More information about DAWGS footwear collections, which are available in select pro shops, green-grass retailers, sporting-goods stores and other golf retail outlets around the country, can be found at www.DAWGSgolf.com.

About the Maple Leaf Junior Golf Tour

The non-profit Maple Leaf Junior Golf Tour presented by Boston Pizza will celebrate its 14th season of helping junior golfers develop their game through competition in 2012. The organization hosts more than 60 events across Canada and offers annual awards, scholarships, and frequent player incentives to help reward player's performance and participation throughout each season. MJT

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alumni include many Professional Tour players and Canadian PGA Professionals, as well as Canadian Amateur, National and Provincial Junior Champions. The MJT aims to develop champions, in golf and in life, promoting the game from grassroots through to provincial, national, university and professional level.

About DAWGS

DAWGS is a rapidly growing manufacturer and distributor specializing in high-quality and value-priced footwear, with North American offices in Las Vegas, NV and in Saskatoon, SK, Canada. **DAWGS** brand footwear label quickly became a leader in the shoe industry's evolution towards new comfort available at a reasonable price point. The six product lines, **DAWGS Original, Premium, DAWGS Slip Resistant, Sheep DAWGS/Fleece DAWGS, DAWGS Golf** and **DAWGS Safety** are highly durable, lightweight and low impact with excellent support. For more information, please visit www.usadawgs.com.

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