



GREG NORMAN

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**GREG NORMAN COLLECTION TAKES OVER ITS  
EUROPEAN DISTRIBUTION**

NEW YORK, February 22, 2010 — Greg Norman Collection announces it has taken over its European distribution for the brand effective immediately. Severn Under, who had held the European license for the brand has filed for insolvency.

Tony Wilkinson will remain with GNC as President of the brand .In addition; the company has established an embroidery and warehouse partnership with Slick Stitch Embroidery Co Ltd who is well known for their excellent capabilities and service.

“Bringing the business back in house enables us to maintain more overall control of the brand,” said Michael Setola, President/CEO Greg Norman Collection. “We expect a seamless transition and have confidence the team will hit the ground running for the start of the 2010 selling season.”

The brand's strength continues to grow throughout Europe. Fall 2010, the company's strongest range in years has recently launched and is receiving a fantastic response from accounts. The addition of the new outerwear collection featuring Epic performance fabrics further establishes the company as the industry leader delivering apparel innovations and technology advancements to the market.

**About Greg Norman Collection:**

Built upon a unique combination of performance, luxury and style, Greg Norman Collection is a leading worldwide marketer of golf-inspired sportswear for men and women. Established in 1992, Greg Norman Collection is inspired by one of the world's leading golf professionals, the man they call “The Shark.” Reflecting his adventurous spirit and confident, independent style, the Collection captures Greg Norman's powerful elegance, enthusiasm and passion for an individual design sense.

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