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Datrek's Lite Rider Cart Bag Is Two Time Golf Digest Hot List Gold Medalist

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Richmond, Va., June 22, 2015 - Datrek, one of the premier choices in organizer golf bags, announced today the Lite Rider cart bag was awarded the Gold Medal for the 2015 Golf Digest Hot List in golf bags. This marks the second year in a row that the ultra-lightweight cart bag is awarded top honor by Golf Digest.

The award winning Lite Rider cart bag is Datrek's top selling bag. This bag has a sleek design and a 14-way top with a soft-grip oversized putter well. Datrek introduced the IDS system (individual divider system) which is full-length individual dividers that offer complete club/shaft protection and organization. The Lite Rider features seven total pockets to provide ample storage, over-molded soft-grip lift assist handles, a cart strap sleeve, tee holder, umbrella holder, rainhood and weighs only 4.7 lbs. The Lite Rider is available in nine sporty colors for a suggested retail of \$179.95.

"It is an honor to receive the Gold Medal from the Golf Digest Hot List. The Lite Rider is now a two-time winner and we are excited for the recognition this lightweight organizer bag is getting." said Craig Ramsbottom, President, Dynamic Brands. "The IDS system and organizer top are a few key features that set us apart from competitors."

The Lite Rider is available in golf specialty retailers and on-course golf shops. Custom embroidery can be added to the cart bag for an additional fee. To learn more about the award winning bag visit [datrek.com](http://www.datrek.com) (<http://www.datrek.com>).

The Golf Bag Hot List will appear in the July issue of Golf Digest, which is currently available in newsstands.

About Datrek

Datrek has been an industry leader for premium golf products for more than 25

years. The company is known for its organizer golf bags and accessories and superior customer service. Dynamic Brands is the parent company of Datrek and is located in Richmond, Va. Also in the Dynamic Brands portfolio are Burton®, Bag Boy®, IGOTCHA®, Pivotal®, Riksha®, Devant® Sport Towel and Sir Christopher Hatton®. For information on Datrek visit [datrek.com](http://www.datrek.com) (<http://www.datrek.com>) or follow on Facebook at [facebook.com/datregolf](http://www.facebook.com/datregolf) (<http://www.facebook.com/datregolf>).

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