

For Immediate Release

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ACCESSORIES FIRM BARTH & MCCALLIG SCORES WITH PGA,

WINNING LICENSE FOR WOMEN'S GOLF SCARVES AND UMBRELLAS

Founded By Pair of Golfers, Company Has Won Loyal Following for Elegant Designs

New York, NY, March 22 - Equestrians have them; polo fans have them. Now, stylish links women are finally getting their own fashion statement to express their golfing passion.

Awarding a key license to fresh players in upscale women's accessories, the PGA TOUR has awarded a license for printed silk scarves and golf umbrellas to women-owned design house Barth & McCallig. Established in 2008, the company's earning a fast-growing following for its high end printed silk scarves and golf accessories bearing stylized women's golfing themes.

Drawing inspiration from classic French scarves, the Barth & McCallig studio has introduced a line of elegant and sporty silk scarves – all inspired by the world of women's golf – with sophisticated and whimsical prints, hand rolled finishing, and superior quality silk twill that are now hallmarks of their brand.

Their original designs are colorful celebrations of women golfers and the golf lifestyle. Illustrating this, "**The Dames**" is a 36" square that uses iconic early 20th century women's golf caricatures in a linear arrangement bordered by a bold decorative graphic.

Barth & McCallig's inaugural line included five distinctive designs; in 2010, the studio is introducing 5 new scarves, printed golf umbrellas and shoe bags, and scarf rings.

The entire concept was borne of both founders' love of the game and European designer scarves. "Now, active women who love golf and appreciate style can add a Barth & McCallig scarf to their collection," said co-founder Susan Inman.

"We've put extraordinary time and effort into our design and manufacturing and the results show.", Judith Tytel, the company's president and co-founder added, "We have been received with great enthusiasm and retail success at some the finest clubs in the US and Europe. Our new PGA Tour license is a fantastic opportunity to reach a wider audience."

"French women fancy scarves and these are just the thing for my golfing friends," said Mireille Guilliano best-selling author of "French Women Don't Get Fat" and "Women, Work, and the Art of Savoir Faire", a Barth & McCallig aficionado. "I'm particularly fond of the '**It's In The Bag**' series. Lovely colors and design."

Of similar accord, Pam Swensen, CEO of the Executive Women's Golf Association and women's golf industry insider, remarked, "Barth & McCallig golf scarves are so beautifully designed, you feel like they should be framed as artwork! The quality and wear ability of

these scarves is second-to-none. Truly, the designs are so remarkable that when you wear a Barth & McCallig scarf, you know it's something exceptional and you will be noticed!"

Barth & McCallig showcased its new line at January's PGA Merchandise Show in Orlando, FL. Their scarves can be seen and purchased online at <http://www.barthandmccallig.com> and at select pro shops, specialty stores, and resorts in Europe and the US. The Spring collection begins shipping in April 2010.

About Barth & McCallig

Barth & McCallig LLC specializes in the design, manufacture, marketing, and retail sale of luxury scarves and accessories dedicated to women's golf. The Company offers several types of products, including printed silk scarves, printed golf umbrellas, printed golf shoe bags, and scarf rings. In 2009, Barth & McCallig was offered and became a licensee of the PGA TOUR. Barth & McCallig products can be found in fine golf shops, private club pro shops, and golf resorts in the United States and Europe. The Company also operates its own online retail shop which can be accessed through their website at www.barthandmccallig.com.

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