

Press Information, Mönchengladbach, 14th June 2004

ALBERTO GOLF PANTS BY ALEX CEJKA

2GETHER!

ALEX CEJKA knows how to play golf, because he is the number 1 professional in Germany. **ALBERTO** knows how to make pants. This is shown by our presence in the market.

Working together, we have developed a collection of golf pants: various models and materials with strong colours and a dramatic look that is right in fashion.

Fashionable and functional, just what golfers want to wear either for a game of golf in good weather or for a tough tournament.

EXTRAS THAT REALLY WORK

Alex Cejka gave us the tips. Thus we created a number of unique details for golfing fashion that save the golfer a lot of searching. For example, the Ball Marker with the signature of Alex Cejka, which are on each model in the form of a snap-fastener; the Tee Holder just above the pocket or on the side along the seam of the pants; the extra-large Score Card Pocket; and the practical Ball Pocket as a slanting pocket.

Practical features that help the golfer to concentrate on what really matters: the game.

FASHION THAT IS READY TO LEAD THE WAY

The fashion themes are colourful stripes and patterns, corduroys and herringbones in cotton and linen. A fresh carrot-colour, azure-blue, pastel hints of yellow, and thanks to the dirt-repellent finish, there are also colours such as sand, stone or white to bring new hues onto the green.

All the pants are produced using high-quality grades of stretch materials: The two-way elastic material hugs the body even during extremely sudden movements. In other words, you can let things get really hot.

STRONG RIGHT TO THE FINISH

ALBERTO offers three different forms according to the type of use. They make your golf pants into companions that you can get along with very easily.

CERAMICA – the material that protects against radiation. In the polyester fibres there are tiny particles of clay-like minerals to reflect UV rays and even out the temperature ($\pm 5^{\circ}\text{C}$), and which also feel pleasant and prevent wrinkling.

COOLER – the material that cools.

Polyester hollow fibres made of 90 % Thermastat and 10 % Elastan produce an insulating layer of air, provide for an even temperature, and allow moisture to transpire to the outside.

MULTI-PROTECT – the material that can do almost anything.

The fibres have Teflon-like substances evaporated onto them at the nano-level. This makes the pants breathe and repel water, it protects against staining by red wine or

coffee, and repels dirt, dust and environmental effects while resisting the formation of wrinkles and making ironing very easy.

Almost all the pants were treated with the **3XDRY** High Tech Finish as well: This makes the pants water-repellent and very breathable at the same time. This allows for good transpiration of moisture from the inside to the outside and allows the pants to dry quickly out. This prevents you from getting cold after active sports.

CUT TO SUIT THE GOLFER

Everyone can find his own favourite from among the styles: the 5-pocket model with slanting pockets and a slight boot-cut or with a straight leg, casual wide pants, sportswear-type slacks with snappy-looking side-seams, 5-pocket Bermuda shorts, or the comfortable 6-pocket slacks with interesting pocket solutions. If it works well, go for it!

MATCHING BELTS

The collection is rounded out perfectly by a range of fashionable belts that can be combined with the pants as the fancy takes you. Whether you choose the vintage look or patched leather, colourful belts with interwoven stripes or extravagant conventional belts, these eye-catching items make you look good not only on the golf course-.

PREMIERE

The brand-new **ALBERTO** golf pants are to be shown for the first time from 4th to 6th July 2004 at the **ISPO** in Munich, at stand A1.112.

And keep an eye out too for the presenter that we developed especially for the golf pants. Orders can be taken in the usual way from **ALBERTO** ordering offices.

TRADE FAIR DATES AT A GLANCE:

ISPO VISION July 4 – 6 Munich
COLLECTIVE July 18 – 20 New York
HOT July 20 – 22 Salzburg
CPD August 1 – 3 Düsseldorf
CIFF August 5 – 8 Copenhagen
CDM September 7 – 10 Moscow
GOLF EUROPE October 3 – 5 Munich

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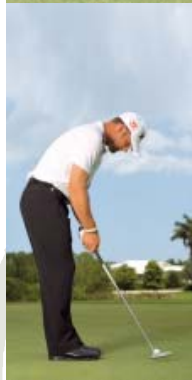
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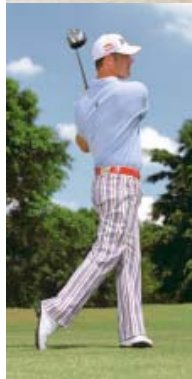
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PRO TWO TONE STRUCTURE



FLIGHT 3XDRY-CERAMICA



PRO MULTI-STRIPE



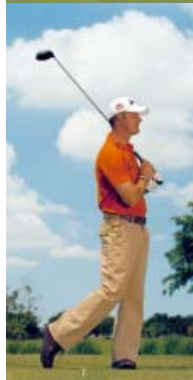
PAR SOFT LINEN



PRO FANCY STRIPE



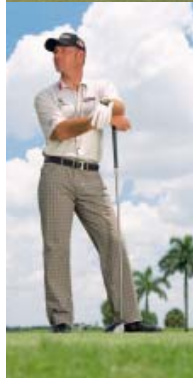
CLUB 3XDRY - COOLER



BOGEY MULTI-PROTECT



PRO MULTI-COLOUR



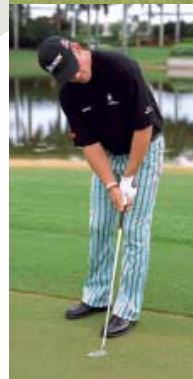
CLUB COTTON CHECK



DRIVER FADE OUT HERINGBONE



EAGLE MULTI-PROTECT



PRO SUMMER STRIPE



PRO FANCY STRIPE



CLUB 3XDRY - CERAMICA