



Ogio Signs PGA Tour Player Frank Licklitter II

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Ogio's First Sponsored PGA Tour Player Demonstrates Action Sports-Like Passion

PR9.NET April 30, 2008 - BLUFFDALE, Utah - By definition, authenticity cannot be manufactured; you are either born with it, or you're not. In action sports, authenticity is motocross superstar Travis Pastrana attempting, and miraculously landing, the world's first double backflip on a motorcycle - a feat that today would be likened to beating the THREE minute mile. It just isn't done.

In golf, that same authenticity has a face: Frank Licklitter II. The Hummer-driving-bear-hunting-Q- School-dominating PGA Tour Player stays true to himself, to his sport, and to his country in a way that cannot be duplicated. Only celebrated.

Today, Pastrana and Licklitter share something beyond their authenticity. They share OGIO. The company that has stayed true to its core - making the ultimate performance-driven golf and gear bags - today celebrates pro golfer and committed philanthropist Licklitter as its first sponsored PGA Tour player.

"Frank, like so many of the athletes OGIO sponsors, lives his life out loud," says OGIO Global Director of Golf Tom Gocke. "His enthusiasm for his sport walks that fine line between passion and obsession. But he strikes a balance by throwing as much energy into his charitable work as he does into his work on the course. It is this kind of passion and authenticity that made him such an ideal match for OGIO."

Under terms of the agreement, Licklitter will sport the OGIO logo on his custom-made OGIO tour bag, as well as on his cap. Additionally, he will carry OGIO's durable travel gear to all of his golf events worldwide in an official capacity, though he has been a long-time OGIO fan and customer, having used the company's luggage for many years.

"I like everything about OGIO, but what I love are the people behind it and the thought that goes into every piece," Licklitter says. "I started noticing OGIO Bags where I practice: different, stylish, noticeable, compared to other golf bags over the last 25 years. With all of the freebie's we receive, I started seeing Tour players carrying OGIO gear that they paid for, which was a real testament to its quality."

In 1996, Licklitter II qualified for the PGA Tour in its Q School, and has been a full member since. He has won two PGA Tour events including the 2001 Kemper Insurance Open and the 2003 Chrysler Classic of Tucson. In December 2005 at TPC Sawgrass, he set THE PLAYERS Stadium Course record with a 62, including the first double eagle on the par-5 11th hole. Licklitter II also holds 12 course records across the United States and currently ranks 70th on the PGA Tour All-Time Career Money List.

Off course, Licklitter is deeply involved in charitable work, having helped raise more than \$3M for military foundations. As the spokesperson for the Wounded Warrior Project, as well as the Naval Special Warfare Foundation and the Florida National Guard Foundation, he has traveled to Cuba, Korea, and Iraq to visit and play golf with troops at special golf clinics held in their honor.

"It is a genuine honor to have someone of Frank's talent and deep convictions represent OGIO on the PGA Tour," says Tom Gocke, the company's global director of golf. "We look forward to supporting Frank both on and off course, as he reaches for professional goals - such as securing a spot on the Ryder Cup team - as well as personal goals to help support our troops."

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About This Just In, Inc.

Founded in 1997 by Kelly M. Mooney, This Just In, Inc. (TJI) is a full-service public relations firm specializing in business-to-consumer communications.

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