

## Firststar Sports named Official Performance Apparel of the Vancouver Golf Tour

FOR IMMEDIATE RELEASE

Firststar Sports, Inc.

VANCOUVER, BC (February 12, 2009) - Firststar Sports, Inc. ("Firststar"), an innovative designer and manufacturer of technically advanced performance products, has been named the Official Performance Apparel of the Vancouver Golf Tour ("VGT"). VGT, recognized as Western Canada's Premier Developmental Golf Tour, will feature twenty-two (22) events in 2009, concluding with a two-day Championship and an Order of Merit winner who will receive entry to the 2009 PGA Tour Qualifying School.

Firststar, best known for its' athletic garments, began Canadian distribution in 2006 and has quickly become the preferred brand of many athletes competing in sports such as hockey, lacrosse, soccer and baseball. The Vancouver based company has relationships with athletes and teams at the professional, collegiate, amateur and youth levels, and has sponsored tournaments in a variety of sports, including the 2008 International Lacrosse Federation U19 World Championships.



L - R: Firststar CEO, Keith Gracey; VGT Commissioner, Fraser Mulholland; Firststar Sales - Golf Division, Bruce MacLean.

VGT will join a growing list of Firststar Official Supplier Properties in Vancouver including the Western Hockey League's (WHL) Vancouver Giants and Vancouver's only all sports radio station, the TEAM 1040.

Firststar uses exclusive MST™ (Moisture-System-Transference) technology and Poly-Microfibre materials to provide the ultimate in heat, moisture and odour dissipating performance golf wear. The brand made its' first steps into the Golf Category in 2008, with several players wearing Firststar performance apparel on professional tours throughout North America, including 2008 PGA Arizona Senior Open Winner, John Snyder; Nationwide Tour professional Brendan Papas; NGA Hooters Tour professional Ian Hessels; and Canadian Tour professional Walter Keating Jr.

Firststar currently offers an array of performance golf apparel including the new Stealth Polo, featuring a special THR™ (Thermo-Heat Reduction) material that will reduce body heat up to six degrees celsius. Other items include outerwear, WARM-SKIN™ cold weather thermal gloves and Flex-Tech™ hats, and a performance rain jacket and pants. A line of women's performance golf wear is also available.

"Firststar Clothing is the fastest growing performance apparel in Canada" states VGT Commissioner Fraser Mulholland. "We are very proud to sign Firststar Sports on as the Official Performance Apparel of Vancouver Golf Tour and as a Supporting Sponsor of the VGT Junior Academy". "My personal thanks go out to Firststar for supporting our goals of grass roots golf development in the Lower Mainland and allowing us to provide our players with the best technical golf wear on the market during our events".



#108 - 17941 Roan Place      T: 604.574.6082      Toll Free:      E: info@firstar.ca  
Surrey, BC, Canada V3S 5K1      F: 604.677.6009      1.800.668.3020      W: www.firstar.ca

"Preparing Tomorrow's Champions," the Vancouver Golf Tour begins its 2009 Schedule of Events March 16 with the Brad Garside Open at King Links Golf Club in Delta, BC. For a complete list of events or further information on the Vancouver Golf Tour visit [www.vancouvergolftour.com](http://www.vancouvergolftour.com).

**ABOUT FIRSTAR SPORTS, INC.**

Firstar Sports Inc. ("Firstar") is an innovative designer, manufacturer and distributor of technically advanced performance products. Firstar's line of tour inspired golf wear uses exclusive MST™ (Moisture-System-Transference) technology for the very best in style, comfort and performance. Firstar's state-of-the-art BACT OUT™ antibacterial treatment and MST™ Poly Microfibre make this professional golf apparel the ultimate in heat, moisture and odour dissipating performance wear. Available in a wide of variety of performance weaves, colors and styles, choose Firstar's WARM-SKIN™ when you need to keep your body warmer during cooler temperatures and wear Firstar's COOL-SKIN™ for all your other demanding activities. For further information on Firstar visit [www.firstar.ca](http://www.firstar.ca) and UP YOUR GAME™ to the next level of performance.

**MEDIA CONTACT:**

**Firstar Sports, Inc.**

Brent Hoskins  
Vice President of Marketing  
[bhoskins@firstar.ca](mailto:bhoskins@firstar.ca)  
1-800-688-3020

- UP YOUR GAME™ -