

Oxford Industries, Inc. Press Release

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From the Clubhouse to Your House, Oxford Golf Has You Covered

ATLANTA- March 26- Today, **Oxford Golf** launches a redesigned Web site, and its first online store. The site is an extension of the brand into the e-commerce space, and ensures consumers always have access to the highest quality golf clothing. Whether shopping straight from a course, or clicked from a link, customers now have the opportunity to find Oxford Golf online, and in 1,500 of the finest pro shops across the country.

Oxford Golf richly personifies the same sophistication, tradition and performance as the game of golf itself, and the new website lives up to those high standards. Site features include:

- Over 10 options of polos for work or play including seven varieties of **performance polos** using CoolMax® technology, offered in nine vibrant colors.
- 15 styles offered in **woven button-downs**, perfect for the office or the Clubhouse. Each button-down is crafted using fine cotton and single-needle sleeving giving dress-shirt quality in the casual sports shirts.
- **Ladies' offerings** include CoolMax® technology polos, casual sweaters and t-shirts, perfect for the course or for everyday style.
- A new **Oxford Golf blog** with company news and digital specials.
- Detailed product imagery for confident purchasing.

Guests will experience the same quality and customer service they've come to expect from Oxford Golf. Oxford's sophisticated consumer will navigate easily through the intuitive and easy to use store design. The suggested items link will help guests find exactly what they need.

"Oxford Golf creates clothing for men and women who expect only the best in quality, value and design, and it was important for the new site to reflect this," said Dave Leveille, President of Oxford Golf. "Our team worked tirelessly to design a site that would be intuitive to users, and

reflect the Oxford Golf brand. We are excited to launch the site, and extend the awareness of all Oxford Golf has to offer.”

The site is not designed to replace an in-store retail experience. Consumers will still find the personal and professional attention they’ve enjoyed for years at any of the many pro shops carrying Oxford Golf apparel across the country.

The site was developed in partnership with [Fuel Interactive](#).

About the Oxford Golf Group:

The Oxford Golf Group produces and distributes both the Oxford Golf® and Links Tech® brands of golf apparel. The Oxford Golf® brand is recognized as trusted, traditional men’s and women’s apparel and is sold in pro-shops and resorts and on the Oxford Golf® website at www.oxfordgolf.com. The pure-performance Links Tech® brand is a high-value collection of performance apparel for both men and women. The Oxford Golf Group is a division of Oxford Industries, Inc. Oxford is an international apparel design, sourcing and marketing company featuring a diverse portfolio of owned and licensed brands. Oxford’s brands include Tommy Bahama®, Lilly Pulitzer®, Ben Sherman®, Oxford Golf®, Arnold Brant® and Billy London®. Oxford’s stock has traded on the New York Stock Exchange since 1964 under the symbol OXM. For more information, please visit Oxford Golf Group’s website at www.oxfordgolf.com or Oxford’s website at www.oxfordinc.com.