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Peter Millar Partners with NBC Sports
Leading Lifestyle Brand Becomes Official Apparel Supplier of NBC Sports Golf
Production Team

CARY, NC (November 9, 2009) – Peter Millar, a leader in the luxury apparel market, announced today that it has entered into a new partnership with NBC Sports. Peter Millar will outfit the entire NBC Sports golf talent and production team beginning with the Chevron World Challenge on December 5th, 2009 at Sherwood Country Club. As the official apparel provider for NBC Sports golf, the chosen items will feature both the NBC Sports and Peter Millar logos.

“We are thrilled to form a partnership with NBC Sports. The golf world is such an important part of the Peter Millar lifestyle. With NBC Sports, each week we will be entering into our customers’ home through Dan Hicks, Johnny Miller and the entire broadcast team. ” says Scott Mahoney, President & CEO of Peter Millar.

“We look forward to providing Peter Millar with a national stage for their superior product as our golf announce team will wear a variety of their apparel throughout our extensive schedule,” said Ken Schanzer, President of NBC Sports. NBC’s golf schedule is highlighted by The Players Championship, US Open Championship, Fed-Ex Cup Playoffs & Ryder Cup in 2010.

Peter Millar will bring a timeless sophistication and style to the telecasters’ apparel choices. From sport coats, dress shirts, neckwear, sweaters and knit shirts, the broadcast team consisting of Dan Hicks, Johnny Miller, Roger Maltbie, Gary Koch, Bob Murphy, Jimmy Roberts, Mark Roling and Dottie Pepper will all be dressed by Peter Millar.

ABOUT PETER MILLAR

Peter Millar, LLC is a leader in the design, marketing and distribution of premium lifestyle products. Peter Millar has achieved remarkable growth and success by supplying the highest quality products to a

premium limited distribution. The Company's brand names include Peter Millar, Peter Millar Tailored Clothing, Peter Millar Dress Furnishings and Tweed Peacock. For more information, please visit www.petermillar.com or contact Millie Graham at 919.465.0155 #109 or email: mgraham@petermillar.com.

ABOUT NBC

NBC Universal Sports & Olympics, known for amassing large audiences while presenting the most prestigious properties in sports, represents superior production, broad promotion, and mutually beneficial partnerships, all designed to elevate the sport. Other prestigious NBC Sports properties include Notre Dame football, the U.S. Open Championship, The Ryder Cup, Presidents Cup, Kentucky Derby, Preakness Stakes, Wimbledon, French Open, and the Stanley Cup Final.