



EXECUTIVE PROFILE

Elizabeth Noblitt, Founder



Fashion stylist and CEO and Founder of Shi Shi Putter™ Elizabeth Noblitt is bringing women's golf attire into the future with her unique fashion and trunk shows, up-to-the-minute blog and soon, an online store. Shi Shi Putter™ has quickly become the premiere online resource for women golfers who play like their style depends on it, on and off the golf course.

Elizabeth's passion for style showed itself at an early age: she spent all the money from her first job on clothes and knew, even then, that being able to express yourself through what you wear is very important.

While dating her husband, Elizabeth took up golfing again, and was frustrated by the lack of variety in golf attire for women. Taking matters into her own hands, Noblitt decided to create a fun, information-packed blog with some of the top emerging fashion designers of women's golf apparel. She is now starting to fill another need in the market with unique events that bring the designers and their golf clothes to the golfers, celebrities and fashion stylists who share a love for golf and style.

Running Shi Shi Putter™ allows Elizabeth to draw upon the many skills and talents she possesses. As someone who has always enjoys writing, Elizabeth received her bachelor's degree in English Literature from the University of Washington. She started her career in banking and then moved on to the beauty industry, producing shows and events for Aveda. She decided to take what she learned from the beauty industry, in creating exciting experiences for consumers, and is now applying it to the golfing industry.

She says, "Style comes from the inside out, rather than fashion, which is created from the outside. It's really satisfying to be able to help someone connect the outside to the inside.

Elizabeth Noblitt is on a founding board member for the Story of Place Institute and is a supporter of the EWGA Foundation, dedicated to enriching the lives of women through the game of golf. She was recently accepted into Fashion Group International and she holds membership with the Women in Golf Industry, Executive Women's Golf Association, Women on Course, and the USGA. She currently resides in Seattle Washington with her husband, Mark, and her dog, Gracie. In her free time, she enjoys golfing, shopping and cooking.

For more information about Elizabeth Noblitt and her company, Shi Shi Putter™, visit www.shishiputter.com

Elizabeth Noblitt phone: 206-715-6126 email: elizabeth@shishiputter.com

Media Contact: Lisa Elia Public Relations phone: 310-479-0216 email: lisa@lisaeliapr.com



COMPANY BACKGROUNDER

Shi Shi Putter™ is the premiere online resource for women golfers who play like their style depends on it—on & off the golf course. Their mission is to be the prominent women's golf online resource with an online store and a fun, informative blog and trunk show hosts in the United States, to bring women's golf clothing and emerging designers to the forefront, while spreading the message of golf's ability to empower women.

The Seattle-based company was founded in 2009 by fashion stylist and seasoned event marketing professional Elizabeth Noblitt. The inspiration for Shi Shi Putter™ came to Elizabeth when she began golfing again while dating her husband and was frustrated by the lack of clothing available to women golfers. She decided to use her expertise as an event planner in the beauty industry in order to create fun and exciting experiences for women golfers by holding trunk shows featuring up-and-coming designers where women can shop, meet with designers, mingle with friends who share their love for golf and feel empowered all at the same time. Shi Shi Putter™ also features a blog where women can find the newest, most fashion-forward golf apparel and accessories necessary as a golfer and soon an online boutique.

The designers showcased at Shi Shi Putter™ trunk shows strive to produce their clothing primarily in the United States. Each designer has a very unique story about how they came to being golf designer and their collections offer modern and unique styles. They understand the fashion desires of today's women and create pieces that have more functionality than just being useful on the golf course.

As a company that aspires to empower women, Shi Shi Putter™ supports organizations including the EWGA foundation, dedicated to enriching the lives of women through the game of golf.

To shop online and learn more about Shi Shi Putter™, visit www.shishiputter.com.

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TOPICS ELIZABETH NOBLITT CAN DISCUSS

- 2012 trends in golf attire for fashionistas
- How to make your golf outfit a hole in one
- Don't let your style go out of bound on the golf course
- The hottest fashion designers in the golf industry
- How to use golf as a metaphor for life: Elizabeth's scoring system can help
- How golf builds confidence in young women and girls
- Disappearing women golf clothing designers: Elizabeth Noblitt explains why and how you can support them.
- How women can use golf as a tool for business success
- Top 3 new trends in women's golf clothing
- The top 3 accessories women golfers must have
- How to transform your look from the golf course to the board room
- How to put a feminine twist on the standard golf clothing staples

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