



AHEAD Named Lead Headwear Provider to TPC Retail Facilities



NEW BEDFORD, Mass. (Jan. 28, 2015) – [AHEAD](#), the innovative headwear company celebrating its 20th anniversary this year, announces a five-year partnership as the lead headwear provider to retail facilities in the TPC Network, including the TPC Scottsdale, site of this week’s Waste Management Phoenix Open.

In addition, the partnership calls for AHEAD to provide volunteer and event-week headwear to multiple annual golf events.

“As we enter our 20th anniversary year, we are incredibly excited to partner with the TPC Network for its headwear needs,” said Anne Broholm, CEO of AHEAD. “This partnership is one that is squarely in alignment with AHEAD’s roots and our commitment to golf. This is an exciting week in Scottsdale and a great venue at which to launch this partnership.”

AHEAD became the primary headwear provider of The Open Championship for three years beginning in 2014. AHEAD enjoys established partnerships with the USGA, PGA of America and Ryder Cup, as well as PGA Retirement Plus and the ANNIKA Foundation.

Known for its quality products and superior ornamentation, AHEAD, founded in 1995, is the largest supplier of headwear to the golf/resort industry and their products have been prominently on display at golf’s major championships. In addition to headwear, AHEAD

is a multi-dimensional brand that also features apparel and accessories for the markets it services.

For more information about AHEAD, visit its website at www.Aheadweb.com or on Facebook at Aheadusa.

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About AHEAD | www.aheadweb.com

Founded in 1995, AHEAD is a multi-dimensional brand with a proven track record of success distributing headwear, apparel, and accessories to the green grass, resort and corporate markets. Its single focus of providing quality products, with innovative, high-quality design, and merchandising concepts has led to 19 years of continued growth and expansion. AHEAD is a leading supplier of headwear to the USGA, PGA of America, Ryder Cup and numerous PGA Tour events in addition to more than 5,000 green grass and resort shops throughout the world. Among active professional golfers who wear AHEAD gear on the course are Jim Furyk, Sean O'Hair and Brittany Lincicome. Golf legends Arnold Palmer, Jack Nicklaus, and Annika Sorenstam wear AHEAD exclusively.

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