



New AHEAD Supply Company Additions Highlight

AHEAD's Spring-Summer '17 Apparel Collection

New polos, woven shirt, pullover fleece, shorts build on line's successful first year

NEW BEDFORD, Mass. (Aug. 16, 2016) – AHEAD's introduction of its Spring-Summer 2017 apparel collection builds upon the success of the AHEAD Supply Company, a new concept launched earlier this year that was a hit with golfers and non-golfers alike.

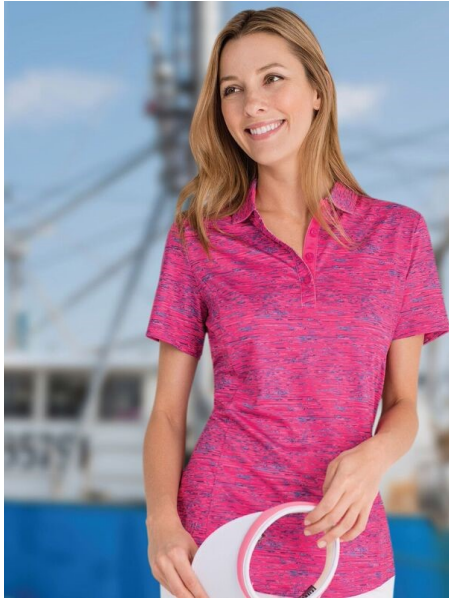
Scott Stone, AHEAD's National Sales Manager, said the new items will stay true to the AHEAD Supply Company mission – “vintage-inspired cotton casuals to be worn off or on the course” – as well as continuing to provide options for creative logo ornamentation. A new Syrah color (maroon) will provide buyers with the versatility to merchandise the AHEAD Supply Company line in different ways, from bright colors to more traditional and subdued schemes.

Among the new additions for Spring-Summer '17:

- *Two polos.* The Self-Collar Slub Cotton Jersey Polo arrives in three new colors – Syrah, Ivory and Sailor (navy blue) – while the Multi-Color Bar Stripe Polo features a handsome Ivory/Coral Reef/Syrah color combination to accompany the existing four options introduced in January;
- *Bluebell textured woven shirt.* This relaxed chambray shirt features touches of Coral (orange) stitching. The lightweight fabric begs one to roll up the sleeves, while an AHEAD Supply Company “jock tag” label is the ideal addition to the shirt tails when worn untucked over shorts.
- *Crew neck pullover fleece.* The half-zip cotton pullover is a perfect piece for AHEAD's casual, full-chest, applique ornamentation or jock tags. The Ash Heather/Syrah combination perfectly shows off the season's new colors.
- *A new relaxed short.* With a flat front, canvas texture and side-hip pocket, the short comes in Linen (tan) and Regent (blue) colors.

Beyond the AHEAD Supply Company, Stone said both the men's apparel line and women's apparel line –

Kate Lord – will be introducing new color stories for Spring-Summer '17. The men's line will be debuting a Navy and Cerise (magenta) group, Olympic Blue/Navy, and a perfect holiday transitional group of Red/Black. The men's offerings provide the perfect mix of essential styles with a hit of fashion, all decorated with AHEAD's industry leading ornamentation techniques.



Kate Lord will draw its inspiration from Dahlia Pink paired with Navy and a gorgeous Lapis blue-based group. Continuing to show strength in outerwear, among the new Kate Lord items introduced is the Middleton full zip vest featuring a textured princess seam front and the Bradford poly/spandex mid layer overknit offer the perfect transition piece for early Spring evenings.

Printed knit skorts in both deliveries coordinate back to companion pieces, or pair perfectly with active inspired tops such as the Sherborn and the Becket, which both feature contrast cover stitching. Kate Lord headwear is offered in seasonal colors to work back to the groups to allow for cross-category merchandising.

"We are really proud of our Spring-Summer 2017 launch," Stone said. "We have conducted a few 'sneak previews' with our customers and received very positive feedback. They were happy to see us

continue to move forward with our new apparel color stories, and appreciate the emphasis on our strength with creative ornamentation."

AHEAD formally introduced its Spring-Summer '17 collection this week at the PGA Fashion & Demo Experience & Education Conference in Las Vegas.

For additional information on AHEAD, visit its website at www.Aheadweb.com.

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 wear AHEAD exclusively.

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