



AHEAD Renews Agreement as Official PGA of America Merchandise Licensee



NEW BEDFORD, Mass. (Feb. 21, 2017) – One of the country’s top headwear, apparel and accessories brands for the green grass, resort, collegiate, and corporate markets, AHEAD, announced it has extended its agreement with The PGA of America as an official merchandise licensee for its spectator events, including the 2017 PGA Championship to be played at Quail Hollow Club in Charlotte, N.C.

This multi-year agreement will extend the relationship through 2018.

AHEAD values its 17-year relationship with the PGA of America and the opportunity to play a significant role in the annual PGA Championship, Sr. PGA Championship, and the 2016 Ryder Cup.

“Under the leadership of Mike Quirk, the PGA has tried some innovative new concepts that we are proud to be a part of,” said Anne Broholm, CEO of AHEAD.

AHEAD is a leading supplier of headwear to the PGA of America, USGA, Ryder Cup, and numerous PGA Tour events in addition to more than 5,000 green grass and resort shops throughout the world.

“AHEAD has been a long-time partner of the PGA of America and it’s relationships like this that contribute to the success of our annual events,” said Paul Levy, President, PGA of America. “We appreciate AHEAD’s commitment to the PGA and are excited to extend our agreement.”

AHEAD is best known for its premier headwear collections that feature original approaches to logo embroidery options. Founded in 1995, AHEAD has been able to capitalize on the golf industry's desire for high-quality graphics on headwear and an array of men's and women's apparel.

For additional information about AHEAD, visit 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. Among active professional golfers who wear AHEAD gear on the course are Jim Furyk, Sean O'Hair and Brittany Lincicome. Golf legends Jack Nicklaus and ANNIKA wear AHEAD exclusively.

###

Media Contact:

Karen Moraghan

Hunter Public Relations

kmoraghan@hunter-pr.com

908/963-6013