



AHEAD Has College Football Bowl Game Fans Covered

From traditional caps to knit hats, company offers wide range of team headwear



NEW BEDFORD, Mass. (Dec. 12, 2017) – With the 40-game college football bowl season set to run for three weeks beginning in mid-December, it is estimated 1.7 million fans are expected to pour through the turnstiles and AHEAD has them covered.

One the country's most recognized headwear brands, the company has unveiled new collegiate style offerings from its Team Division, including a vast assortment for men and women from traditional caps, visors and straw hats, ideal for the warmer and indoor bowl venues, to custom knit hats and headbands, perfect for colder outdoor game locations.

Founded 22 years ago, the company's headwear is synonymous with styling, great fit, innovative ornamentation techniques and industry-leading alternative graphics. AHEAD's offerings of caps and knit hats can be emblazoned with the official collegiate team logo of one's choice.

"Not only do we offer a wide range of headwear to suit all interests, tastes, and styles, but we have an unparalleled selection of styles and graphics of how the logo is applied to the hats," said Anne Broholm, CEO, AHEAD. "More than anything, we take pride in the fact that all AHEAD headwear has unmatched attention to detail."

Ornamentation options abound, Broholm noted, everything from direct embroidery to frayed twill patch.

She added the custom heather knit hats, complete with an inner fleece lining, are growing increasingly popular. Customers can choose to knit hats with or without a pom and cuff. Among men, Broholm said, two-tone hats are a hot trend.

The collegiate bowl season begins with five games on Saturday, Dec. 16, and culminates with the Nation-

al Championship Game on Monday, Jan. 8, 2018 in Atlanta.

Recently, AHEAD launched its first-ever consumer website – aheadusashop.com – making it even easier for consumers to order their headwear. A key feature of the site provides for consumers to personalize their headwear with as many as two lines on the back center of the hat.

For additional information on AHEAD, visit its website at aheadweb.com/. To order from its new consumer site, visit aheadusashop.com. To see AHEAD's 2018 Team Catalog, visit aheadweb.com/web/guest/team.

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 more than 20 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 and Brittany Lincicome. Golf legends Jack Nicklaus and ANNIKA wear AHEAD exclusively.

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