



AHEAD and the Nicklaus Companies Extend Longstanding Partnership

NEW BEDFORD, Mass. (Feb. 28, 2018) — AHEAD announced today it has extended its relationship with the Nicklaus Companies and Golfer of the Century Jack Nicklaus to continue producing the exclusive branded headwear collection for the Nicklaus Companies, including the iconic Jack Nicklaus and Golden Bear trademarks. Under this partnership, AHEAD has exclusive rights to the Golden Bear and Nicklaus signature marks.

“AHEAD has been a partner with Jack Nicklaus for [over 15 years](#), and it is a privilege and honor to carry on this special relationship,” said Anne Broholm, CEO, AHEAD. “For Mr. Nicklaus to continue to select AHEAD for his headwear of choice serves as a motivation for our team to keep striving for excellence in everything we do, just as he has done throughout his distinguished career.”

Nicklaus is the most decorated champion in the game’s history. During his career, he recorded 120 professional victories, including a record 18 major championships, with a record six titles coming at the Masters. Nicklaus is also one of the world’s most acclaimed golf course designers. He has personally been involved in the design of 300 courses, while the firm he founded, Nicklaus Design, is considered the global leader in golf course design with 415 courses open for play in 45 countries and 39 states.

“I believe that you are often defined by the company you keep, which is why I’m proud of my continued partnership with AHEAD,” Nicklaus said. “Whether I’m playing a round of golf, or on site designing a golf course, I proudly wear AHEAD. I also rely on AHEAD to outfit countless members and staffers at Nicklaus Design golf courses worldwide, with the quality and creative design that have long been associated with AHEAD.”

Nicklaus will continue to appear in AHEAD's headwear catalog, point-of-sales materials, and on the company website. AHEAD's line of Nicklaus headwear is available for purchase at the company's online shop — <https://aheadusashop.com/collections/jack-nicklaus>.

Among active professional golfers who wear AHEAD gear on the course are Jim Furyk and Brittany Lincicome. Women's golf legend Annika Sorenstam also wears AHEAD, exclusively.

In addition to its relationship with Jack Nicklaus, AHEAD has forged many other key partnerships in the golf industry, including with the USGA, PGA of America, PGA TOUR, Arnold Palmer Enterprises, and the ANNIKA Foundation. For a complete list of AHEAD's partnerships in golf, as well as in other industries, visit www.aheadweb.com/partners-affiliations.

For additional information on AHEAD, visit its newly redesigned website at aheadweb.com.

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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 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 Sorenstam wear AHEAD exclusively.

About the Nicklaus Companies

The Nicklaus Companies is dedicated to promoting excellence in the game of golf, preserving its great traditions, and growing the game. For nearly 50 years, the mission of the Nicklaus Companies has been to enhance the golf experience, and to bring to the national and international consumer golf-related businesses and services that mirror the high standards established in the career and life of Jack Nicklaus. In 2007, Jack Nicklaus partnered with Howard Milstein to help further the growth of the company and to realize the full potential of the brands and branded businesses. Howard Milstein is Chairman of New York Private Bank & Trust, and is actively involved in the Nicklaus Companies as Executive Chairman.

Products and services include golf-course design, the development of golf and real estate communities, and the marketing and licensing of golf products and services. Nicklaus-branded products have been marketed worldwide since 1962. The Jack Nicklaus and Golden Bear-branded lifestyle collection of products includes: golf academies; ice cream; restaurants; beverages; beverageware; wine; home appliances; apparel; socks; and golf equipment.

Nicklaus Design, recognized as the world leader in golf course design, has created more than 415 courses worldwide, open for play in 45 countries and 39 U.S. states. Jack Nicklaus has designed, co-designed or re-designed over 300 courses around the globe, and Nicklaus Design courses have been ranked more than 2,000 times in various national or international Top-100 lists.

For more information on Nicklaus Design or the Nicklaus Companies, please visit nicklaus.com.

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