



AHEAD ANNOUNCES HEADWEAR LAUNCH OF 'JACK NICKLAUS MAJORS COLLECTION'

Four New Caps Celebrate Game's Most Decorated Champion

NEW BEDFORD, Mass. (April 2, 2018) — Coinciding with the kickoff of the 2018 golf season, AHEAD today announced the launch of its new Jack Nicklaus Majors Collection. In partnership with the Nicklaus Companies, the new headwear collection features four caps created as a tribute to the game's most decorated champion with 18 major titles.

Now available for purchase online, the Collection's cotton caps feature the iconic Golden Bear logo on the front and all four are available in different styles and colors – Georgia green, marigold, black, and tan. The caps themselves are a nod to Nicklaus' impressive career record as a major Championship winner. In addition to his six Masters' titles, Nicklaus won five PGA Championships, four U.S. Open Championships and three Open Championships.

"AHEAD has had the distinction of being a partner with Mr. Nicklaus for more than 15 years and this new Collection represents another special moment in our relationship," said Anne Broholm, CEO, AHEAD. "No pun intended, but a tip of the cap goes out to our friends with The Nicklaus Companies for initiating this idea. We are thrilled with the way the Collection looks, and we are confident the hats will be very popular, especially as the major season kicks off."

"The concept for the Collection started out as a fun idea over the winter and a few months later, we couldn't be happier with the end product," said Andy O'Brien, Senior Vice President of Marketing and Licensing for The Nicklaus Companies. "These caps are a wonderful tribute to Jack's distinguished career and his focus on the majors, and we thank the team at AHEAD for turning concept into reality."

AHEAD's complete line of Nicklaus headwear, including the new Majors Collection, are available for purchase at the company's online shop —<https://aheadusashop.com/collections/jack-nicklaus>.

As part of a social media promotion that starts today, AHEAD announced it will give away a Collection cap autographed by Nicklaus. To participate, follow @Aheadusa and @Nicklauscompanies on

Instagram, tag three friends, and comment with your best hashtag. The winner will be announced on Sunday, April 8, the same day a champion will be crowned at the 2018 Masters.

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

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About AHEAD | www.aheadweb.co

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 | www.nicklaus.co

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.co.

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