



AHEAD Unveils Additional Styles as part of the 'Jack Nicklaus Majors Collection'

Red and Blue Headwear a Tribute to the Golden Bear's Four U.S. Open Titles

NEW BEDFORD, Mass. (June 11, 2018) — [AHEAD](#) has unveiled the newest caps in the [Jack Nicklaus Majors Collection](#) in time for this week's U.S. Open Championship at Shinnecock Hills Golf Club in New York. The new collection, formed by AHEAD in partnership with the [Nicklaus Companies](#), was launched earlier this spring with a series of four caps as a tribute to the game's most decorated champion and the winner of a record 18 major championship titles.

The newly released caps debut in two styles—red and blue—emblazoned with the United States flag and the numeral "4" on the side, symbolic of the record-tying number of U.S. Open titles won by Nicklaus. The Golden Bear's U.S. Open victories came in 1962 at Oakmont (Pa.) Country Club, 1967 at Baltusrol (N.J.) Golf Club, 1972 at Pebble Beach (Calif.) Golf Links, and 1980, again at Baltusrol.

In 2012, the U.S. Golf Association (USGA) renamed the U.S. Open championship medal after Jack Nicklaus. The Jack Nicklaus Medal, presented each year to the champion, incorporates a silhouette of the four-time U.S. Open winner. In 2015, the USGA Museum added a Jack Nicklaus Room—only the fifth person in golf history to be honored with a named room at the museum.

"As excited as we were when this collection was introduced in April, we think these new styles make a great addition that will be as or even more popular than the initial launch," said Andy O'Brien, Senior Vice President of Marketing and Licensing for The Nicklaus Companies. "We are also proud of the collaboration with AHEAD to have the sales from the Nicklaus Majors Collection benefit the Nicklaus Children's Healthcare foundation, which supports the advancement and enhancement of pediatric health care both locally and globally."

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

For additional information on AHEAD, visit its newly redesigned 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 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. More than 150 Nicklaus Design courses have hosted professional tournaments worldwide, and Nicklaus Design layouts have been ranked over 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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