



AHEAD and Golfoholics™ Kick Off Partnership with New Headwear Collection *A Badge of Honor for the Golf-Obsessed*

NEW BEDFORD, Mass. (Aug. 9, 2018) – AHEAD and Golfoholics have formed an exclusive partnership to launch a line of headwear, apparel and other branded merchandise featuring Golfoholics’ distinctive tee and olive logo. Together, they will cater to Golfoholics rapidly growing following of golf addicts.

The initial headwear collection includes Golfoholics Xtra-Dry performance caps in navy, khaki and red, and Golfoholics Light-Cotton caps in white and sky. Each hat retails for \$28 at golfoholics.com and aheadusashop.com/collections/golfoholics.

AHEAD caps are renowned for their fit and style, and are worn exclusively by golf legends Jack Nicklaus and Annika Sorenstam, PGA Tour player Jim Furyk and the LPGA’s Brittany Lincicome.

With a following of more than 70,000 already, Golfoholics plans to build the world’s largest golf community by serving up irreverent content, memorable experiences, exclusive offers and branded merchandise, including the new AHEAD caps. 80% of golfers don’t belong to a club, and Golfoholics hopes to attract those 21 million who yearn for that experience, camaraderie and entertainment.

“We are excited to partner with Golfoholics and love the look of our initial cap collection,” says Anne Broholm, CEO of AHEAD. “We’re already fulfilling orders, and are looking forward to expanding the collection to include golf shirts and accessories.”

“AHEAD is the ideal partner to manage Golfoholics-branded merchandise,” says Bill Replogle, founder and Chief Addict at Golfoholics. “Anne and her team are great people to work with, and will be wonderful partners to have as we grow and serve our Golfoholics community.”

About AHEAD

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 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.

More information: aheadweb.com and aheadusashop.com for Golfoholics hats.

About Golfoholics

Golfoholics is building a community of golfers who can't get enough of the game. With a following of more than 70,000 already, the Virginia-based company is gearing up for a Fall 2018 launch of its virtual golf club. Growth of the Golfoholics community will be fueled by an irreverent content platform, exclusive offers, a gaming app, golf experiences and technology that enables Golfoholics to further engage with the greatest game on Earth.

More information: www.golfoholics.com.

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