



## **AHEAD Acquires Tournament Solutions**

*Excellent Customer Service Is Common Denominator Between  
Two Massachusetts-Based Companies*



**NEW BEDFORD, Mass. (March 10, 2020)** — [AHEAD](#), the multi-dimensional company with a proven track record of success distributing headwear, apparel, and accessories, has announced the acquisition of Tournament Solutions, Inc.

Founded in 2002 by Pam Berube and John Lawrence, Tournament Solutions has become the premier golf tournament and gifts awards purveyor in the United States. The company is the industry leader in providing customized tournament gifting packages for member, charity, and professional events, as well as for on-site retail. The company offers a wide array of products at every price point and serves as a one-stop shopping source in golf. Among the world-class brands offered by Tournament Solutions are TUMI, Kate Spade, Costa, and Bose.

“Our mission from inception was to build a company that made life easier for the extremely busy PGA professional by providing a one-stop platform to buy all of their gifts and awards,” said Tournament Solutions Managing Partner Berube. Lawrence adds “Having a strong parent company like AHEAD gives us the opportunity to continue to expand our business and focus our efforts on continued strategic future growth.”

“John and Pam have built a great company and we look forward to supporting their growth. Their Massachusetts location, customer philosophy, and strong staff made this a well-conceived and strategic investment decision for AHEAD,” said Anne Broholm, CEO, AHEAD.

Tournament Solutions will remain an independent, wholly owned subsidiary of AHEAD. The company will remain in the Newburyport, Mass. area under the management of its founding partners.

For more information about AHEAD, visit [aheadweb.com](http://aheadweb.com). To access the company's online shop page, visit [aheadusashop.com](http://aheadusashop.com). Information about Tournament Solutions can be found at [www.tournamentsolutions.com](http://www.tournamentsolutions.com).

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**About AHEAD** | [www.aheadweb.com](http://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 25 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. Golf legends Jack Nicklaus and Annika Sorenstam wear AHEAD exclusively

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