



AHEAD Names Chris Tamas National Sales Manager for Canada

NEW BEDFORD, Mass. (July 31, 2017) – AHEAD has appointed Chris Tamas, who has 15 years of sales experience in the golf headwear industry, as its new national sales manager for Canada.

“Chris brings a considerable level of headwear experience to our team, and I have full confidence he will help build on the strong momentum in our Canadian market,” said Anne Broholm, CEO, AHEAD. “We are thrilled to welcome him back to our team.”

Tamas joins AHEAD after having served the past three years in the same capacity for Pukka Headwear in Canada. Prior to that, he was with Caulfeild Apparel Group. From 2006 to 2009, he was brand manager for AHEAD for Second Skin Garment Company.

Tamas replaces Shane Brett, who has been promoted to a new role as general manager of New Wave Group Canada.

“I am very excited to be back with AHEAD, and grateful for the chance to stay in the industry,” Tamas said. “I am looking forward to getting out and seeing a lot of familiar faces.”

AHEAD’s parent company, New Wave Group AB (NEWAb.ST), took over sales management of the innovative headwear, accessories and apparel company’s brand in Canada four years ago. New Wave Group continues to make significant investments into its Canadian operations, including the acquisition of Paris Glove of Canada nearly six years ago and a new distribution center opening in Toronto this fall.

AHEAD is best known for its premier headwear collections that feature original approaches to logo embroidery options. Founded in 1995, AHEAD has been able to capitalize on the golf industry’s desire for high-quality graphics on headwear and an array of garments. The company’s Canadian offerings include AHEAD headwear and apparel, and the Kate Lord brand for women.

For more information on AHEAD, visit 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.

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