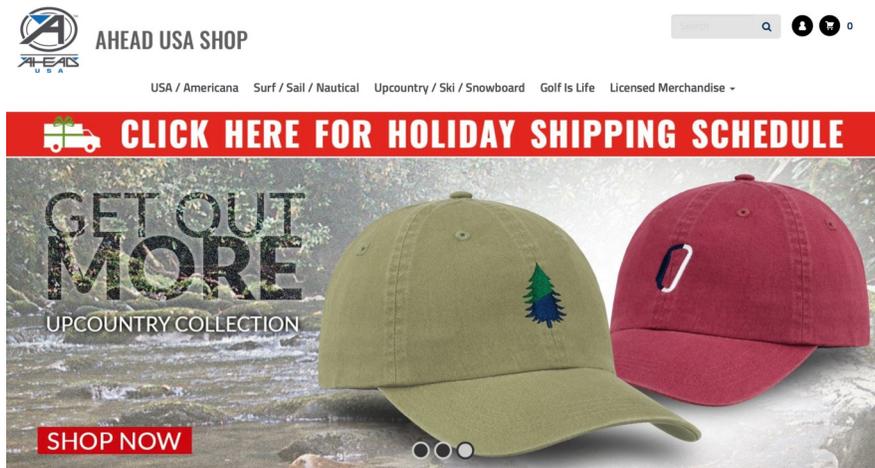




AHEAD Headwear Launches New Website for Consumers

Customers can personalize their own hats and caps



NEW BEDFORD, Mass. (Dec. 5, 2017) – AHEAD – one of the country’s best-recognized brands of headwear for the green grass, resort, and corporate golf markets – announced it has launched its first-ever consumer website.

According to Jessica Georgenes, Marketing Coordinator for AHEAD, the new site (aheadusashop.com) features headwear that highlights relationships with the USGA and the Nicklaus Companies, as well as other popular lifestyle-centric headwear. A key feature of the site is the ability for consumers to personalize their headwear.

“The personalization option, which AHEAD offers at most major golf events, gives consumers the chance to put their own unique flair on the headwear without ever having attended the event. Over the years, this has been a very popular feature and a cornerstone of the AHEAD brand,” Georgenes said.

AHEAD headgear will be available for purchase in six distinct categories:

- Golf Event Merchandise
- Nicklaus Collection
- Surf/sail/nautical

- Upcountry/ski/snowboard
- Golf is Life
- USA/Americana

Georgenes said the site will be updated regularly with new promotions and products.

For additional information on AHEAD, visit their website at aheadweb.com/. To order from their new consumer site, visit aheadusashop.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, 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 wear AHEAD exclusively.

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