



FOR IMMEDIATE RELEASE

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**SUNICE® SIGNS THREE-YEAR DEAL TO BECOME
AN OFFICIAL OUTERWEAR LICENSEE OF PGA TOUR**

Montreal, Quebec — Sunice®—which showcases golfwear that embodies the perfect fusion of science and fashion-forward style—has signed a new three-year licensing agreement with the PGA TOUR that has Sunice serving as an official Outerwear licensee of the PGA TOUR, Champions Tour and Nationwide Tour.

“We value our very important relationship with the PGA TOUR,” says Mark Fletcher, president of Sunice. “The PGA TOUR is the largest and most important golf tour in the world, and this new three-year licensing agreement gives us numerous opportunities to associate our company with an organization that represents the cream of the crop in golf.”

“Sunice is an Outerwear brand that represents quality of the highest standard,” says Maureen Murrah, Vice President of Apparel Licensing with IMG Sports Licensing, the PGA TOUR’s domestic licensing representative. “We are extremely happy about the potential of this partnership with Sunice over the next three years.”

Sunice’s 2010 Men’s Outerwear product is highlighted by its Hurricane Collection and GORE-TEX® fabric. The Hurricane Collection brings golfers the best of the best in golf outerwear. All products in this category bear the insignia of GORE-TEX—the world’s leading and most-trusted fabric brand.

“Our entire 2010 Sunice Outerwear Collection features the most technological advancements of any product line in our company’s history,” says Howie Ellis, Executive VP of Sunice®. “The Hurricane Collection heads up this impressive product lineup, which is enhanced by the usage of GORE-TEX®. Thanks to our partnership with the PGA TOUR, our golf Outerwear product will get more exposure than ever before.”

HURRICANE COLLECTION

The Ultimate Jacket V2 is back in a new form (V2 for Version 2) to provide the best-of-the-best in golf outerwear. This GORE-TEX® 2-layer Performance Shell is now 25 percent lighter and provides 20 percent more stretch. Providing a Lifetime Waterproof Guarantee, it doesn’t get any better on a technical level than this. The Sunice science is

evident in all of this jacket's numerous added golf-enhancing features, among them the X-Static stretch lining, Pro-Trim waist-cinching system, wrist rain channel, in-pocket ball cleaner and full-stretch back panel. The Sunice style is represented in detailing such as laser-cut detailing on the elbows, laser-cut and welded pocket frames, tractor foot imprints and the Sunice patented V-collar design.

Committed to delivering top-quality actionwear, Sunice is owned by The Fletcher Leisure Group of Canada. Sunice is a performance-enhancing golf and ski outerwear brand that uses advanced technologies, fabrics and manufacturing methods that delivers Best-In-Class outerwear with complete freedom of movement.

Sunice®, a longtime expert and leader in the technical outerwear industry, is dedicated to a unique concept of science and style. This is done by creating innovative design, using durable construction, and blending fashion-forward styling while using the latest in technical specialty fabrics.

Fletcher Leisure Group, based in Montreal, Quebec, is a company with 42 years of golf industry experience marketing multiple brands in Canada and the United States.

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 100 tournaments on the PGA TOUR, Champions Tour and Nationwide Tour. The PGA TOUR's website is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Florida.

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For more information contact Mary Beth Lacy at:

Email: mb@mblacy.com

Phone: (760) 346-6942