



FOR IMMEDIATE RELEASE

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**SUNICE ESTABLISHES ITS OWN CORPORATION
TO SELL SUNICE® BRAND IN THE UNITED STATES**

MONTREAL, QUEBEC, CANADA, — Sunice®—under the leadership of Mark Fletcher—has established its own corporation to sell the Sunice® Outerwear brand in the United States, effective immediately.

“We’re extremely confident that we will now be in a tremendous position to build Sunice® as the leading brand in the United States’ men’s and women’s golf outerwear markets,” says Fletcher, President of Sunice® and of the Montreal-based Fletcher Leisure Group Inc. (FLG), which distributes Sunice® and other brands in Canada, where it is a leading supplier of branded golf apparel, outerwear and sportswear. Fletcher Leisure Group brands are distributed across Canada through golf pro shops, specialty golf stores, sporting goods retail stores, resorts and universities, as well as large corporations via its affiliation with promotional merchandise companies.

Sunice®—the ultimate fusion of science and style—is in the process of hiring an Executive Vice President and Sales Team to lead the effort to re-establish Sunice® in the United States, Fletcher says, adding that an official announcement of the team is imminent. Sunice’s® U.S. headquarters will be based in Champlain, New York.

“We are truly excited to have this new opportunity and are hitting the ground running,” says Fletcher, who brings many years of golf-apparel industry experience into this new venture.

Sunice® takes pride in its product quality and strong vendor/partner relationships, namely its customer service and dedication to the green-grass channel. Sunice®—a longtime expert and leader in the technical outerwear industry—will pay close attention to details and ensure everything it does corresponds to the industry’s highest standards. Sunice® 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 fabrics. Each garment is designed to provide complete protection against the elements, while still respecting the essentials of golf outerwear - featherweight fabrics, noiseless garments, and ultimate freedom of movement and comfort.

Sunice’s® men’s and women’s product is built around the idea of a Performance Layering System. Properly designed performance layers become an integral part of your game enhancing equipment. Sunice Skins acts as the base layer garment; the Sunice Silver collection provides a technical polo with X-Static technology and the Sunice Shells offer a range of outerwear from raingear with a Lifetime Waterproof Guarantee To Keep You Dry® to basic wind and lifestyle pieces.

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