



FOR IMMEDIATE RELEASE

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SUNICE® NAMES INDUSTRY VETERAN ARNIE CUNNINGHAM

DIRECTOR OF PGA TOUR PROMOTIONS

CHAMPLAIN, NEW YORK – Sunice®, a longtime expert and leader in the technical outerwear industry, is proud to announce golf-industry veteran Arnie Cunningham has been named the company's Director of PGA Tour Promotions.

Cunningham, 46, is a 25-year golf-industry veteran who has spent his entire career working on the PGA Tour, and has been with Sunice® as the company's PGA Tour Rep for the last four years.

"It's an honor to represent such a quality brand as Sunice," Cunningham says. "The product and the people are second to none."

In addition to his Sunice duties Cunningham works with some other leading Brands on Tour.

"Naming Arnie Cunningham to his new position is a move that will prove invaluable for Sunice," says Mark Fletcher, President of Sunice®. "Arnie has worked a quarter-century on the PGA TOUR, which means very few people in the industry know the pulse of what's going on out on TOUR better than Arnie. He knows what PGA Tour players want, and knows how Sunice can benefit the world's best golfers. We can't wait to reap the benefits of having Arnie in his new position."

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 pays 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.

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.

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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.

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