



FOR IMMEDIATE RELEASE

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NEW HIGH-PERFORMANCE OUTERWEAR, NEW POLO CATEGORY HIGHLIGHT 2010 SUNICE® MEN'S, WOMEN'S COLLECTIONS

Montreal, Quebec — An exciting men's outerwear collection, led by the new Ultimate Jacket V2, highlight the new 2010 Sunice® Outerwear Collection, which showcases golfwear that embodies the perfect fusion of science and fashion-forward style.

Each of the collection's five categories—Hurricane, Tornado, Typhoon, Storm and Sunice Sport—offer a unique level of performance and weather protection features that allow golfers to choose the optimal shell designed specifically to meet their particular needs.

The men's Hurricane collection is highlighted by the Ultimate Jacket V2, the best-of-the-best in golf outerwear. This Gore-Tex® two-layer Performance Shell is now 25 percent lighter than the original V1 model 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 the added golf-enhancing features of this jacket, 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 finishings such as laser-cut detailing on the elbows, laser-cut and welded pocket frames, tractor foot imprints and Sunice's patented V-collar design.

The other new items within the men's Hurricane collection include the Ultimate V2 Pant (with GORE-TEX® 2-Layer Performance Shell and Stretch Shell); Carnegie GORE-TEX® Paclite Pullover (with GORE-TEX® PACLITE® Shell and 30,000 MM/20,000 MVT); and Karumba GORE-TEX® PACLITE® Pant (with GORE-TEX® PACLITE® Shell and 30,000 MM/20,000 MVT). All pieces feature a lifetime waterproof guarantee and are available in S, M, L, XL and XXL sizes.

"We're very excited about our entire 2010 Sunice Outerwear Collection, which features more technological advancements than any product line in our history," says Mark Fletcher, president of Sunice. "Our Hurricane Collection leads the way, along with our Tornado Collection and Silver Collection, and our Ultimate Jacket V2 is destined to be a huge success because of its innovation and style."

Here are the highlights of the new additions to the men's and women's 2010 collections:

MEN'S SUNICE HURRICANE COLLECTION OVERVIEW

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. Featuring GORE-TEX® PACLITE® and GORE-TEX® Performance Shells, this collection is backed by a Lifetime Guarantee to keep golfers dry.

HURRICANE GORE-TEX® WATERPROOFS

- Ultimate Jacket V2: An ultra-quiet performance jacket with added features that, aside from those listed above, include adjustable Velcro cuff tabs, soft-touch chin guard and adjustable bungee at hem.
- Ultimate Pant: An ultra-quiet pant with exposed waterproof YKK zippers, Sunice lock-down zipper pullers, laser-cut pockets, stretch insert at knees and gusset for increased mobility, club cleaner at inside bottom legs, and stretch tricot lining..
- Carnegie GORE-TEX® PACLITE Pullover: This ultra-lightweight pullover features exposed waterproof YKK zippers with lock-down pullers, Pro-Trim™ waist-cinching system, adjustable bungee at hem, easy-entry side zipper, wrist rain channel, in-pocket ball cleaner, adjustable Velcro cuff tabs and Sunice patented V collar with neoprene finish.
- Karumba GORE-TEX® PACLITE® Pant: An ultra-lightweight pant with cinching system with internal elastic gripper, gusset at crotch, articulated knee inserts, over/under double-welted hand pocket with through-and-through pocket construction, back scorecard pockets, easy-entry YKK zippers with adjustable Velcro and adjustable lower leg.

SUNICE TORNADO COLLECTION OVERVIEW

The Tornado collection is new to the U.S. market and has been updated worldwide with a new-and-improved stretch fabric—FlexVent™ by Sunice. FlexVent™ offers a highly breathable, full-stretch, ultra-lightweight, quiet garment (jacket and pants) backed by a four-year waterproof guarantee. Truly designed for the active golfer, Tornado offers highly breathable waterproof fabrics in a four-way stretch and combines them with innovative game-enhancing features that are sure to make any golfer perform at their best even in the toughest conditions.

TORNADO COLLECTION WATERPROOFS

- Bowen Full-Stretch Waterproof Jacket: Ultra quiet with a soft hand feel, this jacket features FlexVent™ with high-performance ultra-breathable laminate fabric, WxTECH™ coating, Pro-Trim™ waist-cinching system, X-Static® stretch lining, in-pocket ball cleaner, exposed waterproof YKK zippers, Sunice lock-down zipper pullers, soft-touch chin guard, laser-cut pockets, Lycra action cuffs, adjustable Velcro cuff tabs, laser-cut twill tape details, adjustable bungee at hem, Sunice patented V collar with neoprene finish.
- Leeton Full-Stretch Waterproof Pullover: Ultra quiet with a soft hand feel, this pullover features FlexVent™ with high-performance ultra-breathable laminate fabric, WxTECH™ coating, Pro-Trim™ waist-cinching system, stretch tricot lining, in-pocket ball cleaner, exposed waterproof RiRi zipper with lock-down puller, soft-touch chin guard, Lycra action cuffs, adjustable Velcro cuff tabs, adjustable bungee at hem and Sunice patented V collar with neoprene finish.
- Grove Full-Stretch Waterproof Pant: Ultra-lightweight, ultra-quiet pant features FlexVent™ with high-performance ultra-breathable laminate fabric, WxTECH™ coating, Velcro tab adjustable waist, through-and-through hand pockets, articulated knee inserts, adjustable Velcro at bottom hems, Pro-Wipe™ club cleaner at inner bottom legs, stretch tricot lining and anti-grip lower leg for easy on and off.

WOMEN'S TORNADO WATERPROOFS

- Evelyn Performance Full Stretch Waterproof Jacket: This ultra-quiet jacket features FlexVent™ with high-performance ultra-breathable laminate, WxTECH™ coating, a Pro-Trim™ waist-cinching system, X-Static® stretch lining, in-pocket ball cleaner, exposed waterproof YKK zipper, Sunice lock-down zipper puller, soft-touch chin guard, laser-cut pockets, Lycra action cuffs, adjustable Velcro cuff tabs, laser-cut twill tape details, adjustable bungee at hem and Sunice patented V collar. Available in XS, S, M, L and XL sizes.
- Beatrice Full Stretch Waterproof Pant: This ultra-quiet, lightweight pant features FlexVent™ with high performance ultra-breathable laminate, WxTECH™ coating, through-and-through hand pockets, adjustable inside-waist Velcro tabs, articulated knee design, back scorecard pockets, adjustable Velcro at bottom hems, club cleaner at inner bottom legs, and stretch tricot lining with anti-grip lower leg for easy on and off. Available in XS, S, M, L and XL sizes.

The Sunice® Golf 2010 color palette offers updated blues and reds to brighten collections of classic black, gray and navy. Poppy and Arctic lend sporty inspiration to the men's collection and ladies collection highlights a rich Purple Rain with a soft pink Dolce and fresh Crystal Blue. The 2010 collection has updated cutting and welding techniques combined with innovative fabrics to achieve the brands positioning as the ultimate fusion of science and style. Updated classic cuts, interesting contrasts and subtle detailing give the collection a clean contemporary feel. Sunice has once again stayed true to its promise of providing comfort and the ultimate freedom of movement and offers a range with an ability to meet form and function in its most creative sense.

"The 2010 outerwear collection is really a source of pride for us," Fletcher says. "More than ever before, Sunice continues to focus on designing a collection that incorporates a full range of styles, colors and performance levels to suit all weather conditions for golfers and outdoor enthusiasts."

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.

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.

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For more information contact Mary Beth Lacy at:
Email: mb@mblacy.com
Phone: (760) 346-6942