



FOR IMMEDIATE RELEASE
September 8, 2009

Sunice Appoints Howie Ellis as New Executive Vice-President of Sales for the United States market

Montreal, Quebec---Sunice, the leading brand in performance outerwear, is proud to announce the appointment of their new Executive Vice-President of Sales for the United States, Howie Ellis. With experience as the Director of Sales for Callaway Golf Apparel and Strategic Account Manager for Adidas Golf, he is tasked to grow Sunice's presence in the US market. Ellis is a 22-year industry veteran that has worked with some of the most recognizable names in golf apparel. He will manage the sales force in the United States and continue to strengthen the brand position in this market.

Sunice dominates two-thirds of the outerwear market in Canada and Mr. Ellis will facilitate bringing that success and vision to the US market. "Although Sunice has been present in the US market for years this truly represents a new beginning for the brand as historically we have worked through various US based partners. Now we are in direct control and excited about having direct communication with our sales force as well as the opportunity to show customers how strong a brand we can be for them. Howie is precisely the person to make that a reality", says Mark Fletcher, President of Sunice.

The backbone of the Sunice brand is its outerwear and the company manufactures apparel in multiple layers for maximum comfort and efficiency. The target audience is one that is cross-generational and more of a mindset than a demographic. Consumers that demand high performance, progressive styles, and an innovative focus enjoy and wear the Sunice brand. Sunice styles can be found on Tour as worn by Mathew Goggin, JB Holmes, and Mark Wilson to name a few. In addition, any event where the weather turns less favorable is filled with the Sunice brand being worn by loyal followers, both touring pro and spectator.

"This is an exciting time for Sunice in the United States," says Ellis. "We are building a strong team of technical outerwear sales veterans and will look to leverage their experience with our day-to-day management of better green grass and golf specialty distribution strategies. Combined with our proprietary technologies and our relationship with Gore-Tex® and X-static®, we will look to become the dominant resource for technical outerwear in US golf market."

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.

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.

#

For more information contact Mary Beth Lacy at:

Email: mb@mblacy.com

Phone: (760) 346-6942