



PRESS RELEASE

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Golf Performance Institute of America (GPIA) and Pukka Headwear Announce Agreement to Launch Pukka Junior Tour

PUKKA JUNIOR TOUR PROVIDES ANOTHER OPTION FOR JUNIORS TO SHARPEN THEIR SKILLS

Orlando, Florida (November 5, 2009) – The Golf Performance Institute of America is excited to announce an agreement with Pukka Headwear to launch the 2010 Pukka Junior Tour.

The Pukka Junior Tour will give thousands of junior golfers ages 7-19 the opportunity to showcase their skills to collegiate coaches. Initially the Tour will consist of over 24 events kicking off its schedule on January 9th and 10th at Falcons Fire Golf Club in Kissimmee, Florida. The Tour plans on carrying rankings by the National Junior Golf Scoreboard, AJGA and Golfweek. The quality of golf is expected to exceed what junior golfers have typically experienced in the past. More competitive pricing, improved membership and event gifts and more attention to event details are just a few examples of what separates the Pukka Tour events from the competition. For more information including a schedule of events and membership details, please visit www.pukkajrtour.com

“On behalf of our entire GPIA staff, we are thrilled to have Pukka Headwear as our title sponsor and partner for our junior golf tour. They are the fastest growing headwear brand in the industry and their passion for quality, innovation and service made them our number one choice as a partner and title sponsor of our junior tour series. The Pukka Junior Tour will possess many of the same traits that are the driving force behind Pukka as well as the GPIA as the Tour evolves into one of the leading junior series nationally. We all know that junior golfers in particular are attracted to fashion and quality and Pukka is clearly among a handful of brands that can claim they are fashion forward. We spent a great deal of time listening to the market and properly aligning with a brand that shared in our vision,” explains Spencer Graham, GPIA President.

“We are very excited to be chosen by the GPIA as their title sponsor and partner. Right away we thought it was a great way for us to get involved at the grassroots level and offer our support to a demographic that is receiving attention from the PGA itself as a growth opportunity for the game. Introducing juniors to Pukka early on and creating a relationship that will last well into their collegiate career and potentially carry into their pro career is our goal. It simply builds brand preference. In addition, many of these same juniors will go on to have professional careers at the club level as club professionals and or coaches. As we continue to evolve and become an all-encompassing headwear brand, we will continue to tap into new market segments to compliment our brand strategy. Our goal is to further cement Pukka as the headwear brand of choice,” says Shawn Rogers, President of Pukka Headwear

About GPIA

The Golf Performance Institute of America’s focus is the development of junior golfers through teaching the fundamentals of the game. Through a combination of resources including private coaching sessions, a top-notch boarding academy and the Pukka Junior Tour, the GPIA offers junior golfers at all levels the hands-on experience that is necessary to take their golf game to

the next level. The GPIA and its staff of professionals offer a coaching philosophy that is personalized for each client and closely monitored through the stages of development to ensure that every client receives the attention they deserve. The company is headquartered at Orange County National (OCN) Golf Center and Lodge in Orlando, Florida. OCN is one of the greatest playing and learning facilities in the entire world. For more information please visit www.tgpia.com or www.pukkajrtour.com

About Pukka Headwear

Pukka® Headwear is a designer, manufacturer and marketer of premium custom headwear products in the Golf, Collegiate and Team markets. Pukka stands for "original, first class, quality," which is displayed by unrivaled fit, superior materials and fashion-forward design. Pukka is a division of FDI, supplier to many well-known and highly respected apparel and accessories brands since 1992. For further information, please visit www.pukkaheadwear.com or call 1-877-345-5110 to speak with a customer service representative. To learn more about FDI visit www.fdzone.com.

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