

September 18, 2018

Ernie Els Selects Bobby Jones as his Official Apparel Partner

(Atlanta, GA) – Jones Global Sports, a leading golf and lifestyle apparel company, is pleased to announce that professional golfer Ernie Els has chosen to become a global ambassador for the Bobby Jones and Sunice brands. As the official apparel partner, Jones Global Sports will work closely with Els on his competitive attire as well as his off the course style using selections from both the Bobby Jones and Sunice brands. Els, affectionately known as “the Big Easy” for his physical stature and fluid golf swing is widely considered by his peers and golf fans as one of the most consistent players on tour and certainly one of the “high character” guys.

Els was elected to the World Golf Hall of Fame in 2011 with credentials that include 70 professional career victories around the world, with four of them being major championships, and having made it to the top of the mountain by holding the number one world ranking. His consistency and longevity may be the true calling cards of his golf career; indeed, he holds the record for the most consecutive weeks inside the Top-10 of the Official World Golf Ranking (758 weeks between 19 June 1994 and 11 January 2009).

We are very excited to have Ernie join us as a brand ambassador and become his official apparel provider,” said Andy Bell, President and CEO of Jones Global Sports. “Obviously Ernie has an incredible career on the golf course but his work off the golf course and in the community are equally important to us. Ernie has those important qualities about him that so closely align with the legacy of Bobby Jones. With our continued march towards global expansion of the Bobby Jones brand, there was an easy, natural fit with Ernie...no pun intended. Given his respect for the game and Mr. Jones, we know he will be a great brand ambassador for us throughout the world.”

“I’ve been familiar with the Bobby Jones brand for a long time, seeing the clothes in high-end pro shops around the world and actually I’ve owned quite a few of their garments over the years,” commented Ernie. “I’ve always been impressed with the look and feel of the clothing. I mean, you literally feel the quality. This is really the kind of partnership that I can appreciate on a number of levels, not least the commitment by the team at Jones Global Sports to support The Els for Autism Foundation, which we greatly appreciate. I must say, wearing Bobby Jones and Sunice apparel is going to be a nice way for me to get the new 2018/19 season started and I know this is a partnership I’m going to enjoy.”

As part of the agreement, Jones Global Sports will be making significant contributions to the Els for Autism Foundation and supporting their fund-raising efforts around the globe. “The Els for Autism Foundation is so clear in their purpose and does amazing work” said Bell. “We’re excited to play a small role in that work and use our direct to consumer platform to help draw attention to the Foundation and raise the money they need to continue their efforts.”

About Jones Global Sports

Since 2015, Jones Global Sports has worked closely with the Jones family to improve and expand the Bobby Jones brand to deliver high quality, luxury men's sportswear to demanding consumers around the world. Through the 1930, Bobby Jones Classics and Rule 18 brands, Jones Global Sports delivers a highly diversified and comprehensive collection of golf and lifestyle apparel. In 2016, the Sunice brand was added to the portfolio to provide a high performance, athletic point of view and further our commitment to be the most comprehensive and compelling provider of premium golf apparel in the world. The brands can be found at the finest golf clubs, resorts and haberdasheries in the world.

For more information on the 1930 and Bobby Jones brands, visit www.bobbyjones.com. Rule 18 is the next generation of great sportswear under the Bobby Jones umbrella. Clean lines, modern design and tailored fit are married with Bobby Jones quality to create a stunning collection for the modern man. For more information on the Rule 18 brand, visit www.Rule18.com. Sunice has a long history of authentic performance apparel rooted in competition at the highest level of sport. Through any activity and any condition Sunice delivers a perfect combination of science and style. For more information on Sunice, visit www.sunice.com.

About Ernie Els & The Els Group

Ernie Els has 70 professional worldwide career victories to his name, including four Major Championships, two World Golf Championships and a record seven World Matchplay titles. As a former World No.1, Ernie is one of the most prolific winners of his generation and the global reach of his victories is almost without parallel. Ernie has triumphed in tournaments in South Africa, Europe, the US, Asia, the Far East, the Middle East and Australasia. Ernie was inducted into the World Golf Hall of Fame in 2011.

Ernie is proud to represent a portfolio of world-class brands and partners including: SAP, XXIO, Srixon, Cleveland, Boeing, ECCO, Bobby Jones, Maui Jim, Pacific Links International, ISPS Handa, NetJets, Bloodline Golf, 18Birdies, Athletes USA, First & Foremost Family Hotels, Premier Africa and Peninsula Papagayo Costa Rica.

The Els Group encompasses interests in golf course design and hospitality, including The Els Club Collection, Els Performance Golf Academy, Els Club Estates and Big Easy Winebar & Grill, along with an award winning wine portfolio created by Ernie Els Wines in the heart of South Africa's wine country, Stellenbosch. Els also invests his time and passion into a number of charitable endeavours; primarily The Els for Autism Foundation, which in recent years celebrated the opening of the ground-breaking Els Center of Excellence in Florida, and The Ernie Els & Fancourt Foundation in South Africa.

For more information visit the official website: www.ernieels.com.

About The Els for Autism Foundation

The Els for Autism Foundation was established in 2009 by PGA TOUR golfer Ernie Els, his wife Liezl, and Marvin Shanken. The Foundation's overarching mission is to help people on the autism spectrum fulfil their potential to lead positive, productive and rewarding lives. Els for Autism has offices in the U.S., Canada, South Africa, and the UK. To help fulfil its mission, Els for Autism is building a state-of-the-art campus, The Els Center of Excellence, in Jupiter, FL, with a local, national and global reach.

Els for Autism Foundation is a US public charity (EIN #26-3520396), recognized by the Internal Revenue Service as exempt from Federal tax under Section 501(c)(3) of the tax code. Donations can be made online at www.e4annualgiving.org and by check (made payable to 'Els for Autism') and addressed to: Els for Autism, The Els Center of Excellence, 18370 Limestone Creek Rd, Jupiter, FL 33458.