



## Under Armour Eyewear Launches at new Woodlands PGA Tour Superstore in Shenandoah, Texas

Melville, New York --- Under Armour Eyewear, the worldwide leader in performance eyewear, is pleased to announce that their collection styles will be available at the new Woodlands, Texas PGA Tour Superstore this November.

In time for the holiday gift-giving season, the new Woodlands location will offer the most comprehensive selection of Under Armour Eyewear for avid golfers in the area. Consumers will be able to review the new sport specific and lifestyle performance styles for men, women and youth. The new 2017 collection will include UA Octane featuring UA Game Day lenses, a lens tint technology specifically designed to heighten ball contrast and improve performance out on the course.

Tom Cox, Director of Sales-Specialty Division of Under Armour Eyewear says, "UA Eyewear is proud to partner with PGA Tour Superstore, the largest sport specific store in the country. Its culture, heritage and active golfing consumer base is a perfect fit for the UA Eyewear brand and its high performance eyewear technology. The Under Armour Eyewear golf collection provides ultimate protection on the course and range while allowing the wearer to see like an athlete with superior lenses."

The two companies have been partnering together for over a year with new UA Eyewear styles launching at PGA Tour Superstore locations across the country. "We are thrilled to offer UA Eyewear to our customers in the Shenandoah, Texas area who expect the very best in quality and design when they shop in The Woodland PGA TOUR Superstore," says Dick Sullivan, CEO, PGA TOUR Superstores.

### About PGA TOUR Superstores:

PGA TOUR Superstore is owned and operated by Golf & Tennis Pro Shop, Inc., headquartered in Roswell, Georgia, whose chairman and controlling owner (through AMB Group, LLC) is Arthur M. Blank, retired Home Depot co-founder and owner of the Atlanta Falcons and Atlanta United FC. Additionally, PGA TOUR Superstore is the PGA TOUR's exclusive partner for off-course/off-airport golf retailing. Current [PGA TOUR Superstore locations](#) include: Alabama (Birmingham), Arizona (Chandler, North Scottsdale, Scottsdale, Tucson), California (East Palo Alto, Irvine, Palm Desert), Colorado (Greenwood Village), Florida (Delray Beach, Naples, Orlando), Georgia (Kennesaw, Roswell, Sugarloaf), Illinois (Downers Grove, Schaumburg), Minnesota (Minnetonka), New Jersey (Paramus), New York (Westbury), South Carolina (Myrtle Beach, North

Myrtle Beach), Texas (Plano - Accent Drive, Plano - Preston Rd, Southlake), Utah (Sandy).

About Eyeking:

Eyeking, LLC is a fourth generation, award winning eyewear design firm that develops, markets and distributes globally, private label and licensed eyewear brands. Eyeking's license partners include Under Armour Eyewear and Hobie Polarized. For more information on Eyeking please visit [www.eyeking.com](http://www.eyeking.com).

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