



## EYeking ANNOUNCES PARTNERSHIP WITH CADDY FOR A CURE

### UA Eyewear Golf Sponsorship

(February 9, 2016 - Melville, NY) Eyeking is pleased to announce their partnership with Caddy For A Cure, Inc., the nationally recognized program that provides support and rehabilitation for combat-injured military veterans. Eyeking will provide Under Armour Eyewear for Caddy for a Cure participants in order to complete their caddy experience with the world's best PGA golf players.

Internationally recognized for superior quality, Eyeking specializes in the manufacturing, design and distribution of its eyewear brands and licenses. Under Armour Eyewear is a brand built for sport; from superior lens technology that provides a wider range of peripheral vision to revolutionary sunglass frame material that is ultra-lightweight and strong. Eyeking's dedication to innovative engineering and revolutionary materials has made Under Armour Eyewear the brand of choice for professional golfers who rely on superior vision, strength and comfort.

Craig Fels, Chief Operating Officer at Eyeking says, "Within the golf division, Under Armour Eyewear is driven every day to be on the cutting edge of product innovation. We are honored to participate in the innovative Caddy For A Cure program to support our military heroes through the game of golf and we are thrilled to have this new avenue to further support our nation's wounded warriors." He continued, "We're all looking forward to this opportunity to expand the UA eyewear presence in professional golf while supporting a program that helps those who need assistance. It's a definite win-win for everyone."

Caddy For A Cure program founder and CEO Russ Holden commented on this new relationship with Eyeking, "We are incredibly excited to have this sponsorship support from Under Armour Eyewear. They are perhaps the most exciting and innovative eyewear brand today, but more importantly, they are a company with values that parallel ours in supporting our military." He continued, "This relationship will definitely add value for our caddy participants and we're looking forward to promoting the UA brand to golf fans through our program." Holden concluded, "It's a great advantage for us to be able to team dress next time we have supporters Jordan Spieth or Hunter Mahan participate again with us!"

Caddy For A Cure has been successfully offering professional golf caddy experiences in practice and Pro - Am rounds at PGA Tour events since 2003, benefitting numerous causes such as Fanconi anemia and the PGA Tour military outreach program Birdies for the Brave. For more information visit [www.caddyforacure.com](http://www.caddyforacure.com).

#### 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 Hobie Polarized and Under Armour Eyewear. For more information on Eyeking please visit [www.eyeking.com](http://www.eyeking.com).

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