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European Challenge Tour can count on Abacus

The Swedish golf brand Abacus will bring Scandinavian style to the European Challenge Tour from 2010 after it was announced that the company will become an Official Clothing Partner to the Tour.

Under the terms of the three-year deal, Abacus – whose brand ambassador is European Tour champion Christian Nilsson of Sweden – will offer three Challenge Tour graduates a €10,000 clothing contract at the end of each season.

In addition the brand, which is currently also the Official Clothing Supplier to the Ladies European Tour and Europe's Solheim Cup team, will support four events on the Challenge Tour Schedule and offer attractive packages to the Tour's Members. As well as the players, the Challenge Tour staff will also receive branded Abacus clothing, including items from their leading rainwear collection.

Since its foundation ten years ago, Abacus has focused on function, design and quality in its efforts to meet the requirements of the modern golfer. As such, Abacus is a lifestyle brand both on and off the golf course. The company has also received recognition as a market leader by winning a number of International Awards, including the "best functional clothing in golf" prize for its waterproof suit. Sven-Olof Karlsson, president of Abacus, said: "We are excited about starting a closer co-operation with the European Challenge Tour, in the same way that we have been working with the Ladies European Tour and Europe's Solheim Cup team. To start focusing on the younger, up-and-coming players on the Challenge Tour ties in well with the Abacus image. Through our agreement with the Challenge Tour and the Solheim Cup, Abacus has created a strong platform to become the leading golf brand in Europe."

Alain De Soultrait, Director of the Challenge Tour, said: "We are delighted to welcome Abacus on board as the Challenge Tour's Official Clothing Partner, and look forward to working closely alongside them for many years to come. Their stylish clothing range ties in perfectly with the vibrant and youthful image the Tour has become renowned for. The partnership is an exciting development for both of us, and it is yet another sign of the Tour's growing stature in Europe and beyond."

For further information, please contact:

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