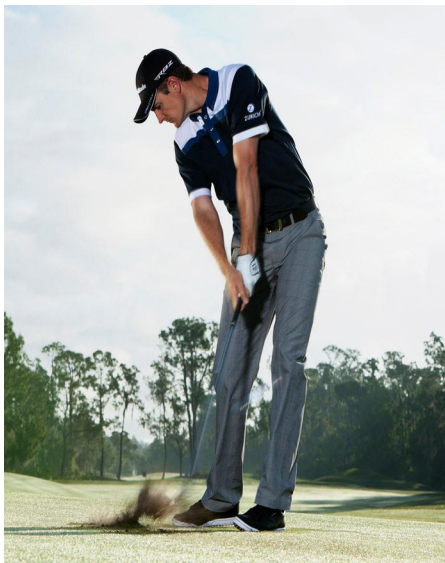


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Rose Makes Switch to Ashworth Apparel and Footwear at BMW PGA Championship

Carlsbad, CA (May 21, 2012) . Ashworth Golf, an authentic golf brand dedicated to bringing modern style to the golf course is pleased to announce that Tour Staff professional Justin Rose has become the newest Ashworth brand ambassador, rounding out an already expanded Tour team. Rose, currently ranked 9th in the Official World Golf Rankings, will make the switch to Ashworth's newest line of apparel and Cardiff footwear this week at the European Tour's BMW PGA Championship at Wentworth. "I am really excited about partnering with Ashworth going forward; I think that it comes at the right time for me," says Rose. "I am now into my thirties; my sense of style has evolved over the last couple years and I am certainly a lot more clear about what I want to achieve going forward and how I want to look doing it."



Rose, 31, is a South African-born English professional golfer who plays most of his golf on the PGA Tour, while keeping his membership on the European Tour. Since turning professional in 1999, Rose has won 4 times on the PGA Tour and 5 on the European Tour, most recently at the WGC-Cadillac at Doral Golf Resort in March 2012. "Justin is the right man at the right time for the Ashworth brand. He's fit, focused and poised, and continues to mature as a player," said Kevin Ross, VP Ashworth Golf. "He maintains dual membership on the PGA and European tours, has won multiple times professionally, and possesses the tools to win a Major Championship." "On the course, Rose is known for his style, class and inviting personality. Off the course, he is a devoted husband and father of two, and generously supports numerous worthy charities. "For me I am the kind of player who one day wants to go down in history books, I want to achieve some great things in the game and still think that's within my capabilities. And to be partnering with a brand that has already achieved great things within the game, a brand that has a great history behind it for me feels like a very good fit," said Rose. "Hopefully throughout the rest of my career I can help Ashworth write a new chapter for

them as well. "Ashworth's new line of golf shirts called EZ-TEC2 will be worn on professional Tours worldwide by Ashworth staffers. Made with 100% synthetic performance fabrics, EZ-TEC2 offers a relaxed, modern fit combined with moisture-wicking elements to keep golfers cool and comfortable. "This is a new category for Ashworth," said Susan Bush, VP Ashworth Apparel and Footwear. "In the past we've focused primarily on cotton-based apparel because of the feel. With EZ-TEC2, we've created a lightweight golf shirt that not only incorporates the benefits of a best-performing synthetic, it also has a superior hand feel that golfers everywhere are going to love."

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