

OXFORD

Oxford Golf Announces Sponsorship of 2012 Golf.com World Amateur Handicap Championship

May 21, 2012

ATLANTA, May 21, 2012 /PRNewswire/ -- Today Oxford Golf is excited to announce its sponsorship of the 2012 [Golf.com World Amateur Handicap Championship](#) in Myrtle Beach, South Carolina. The event is being held August 27-31, 2012 and is the largest amateur golf tournament in the world, boasting close to 4,000 participants, in 2011.

As part of the sponsorship, Oxford Golf will be the exclusive provider of the 2012 tournament shirt for participants, embroidered with the World Amateur logo. Also, Oxford Golf will sell merchandise on site in the vendor pavilion and provide promotional items to the participants and volunteers.

2012 has been a banner year for Oxford Golf. After launching a direct to consumer Web store in March, [OxfordGolf.com](#), Oxford Golf has also expanded its collegiate apparel line and pro-shop presence. The [Golf.com](#) World Amateur Handicap Championship will be yet another venue to introduce Oxford Golf to new clientele. At the tournament, Oxford Golf will have the ability to put a new shirt in the hands of all 4,000 participants, giving them the opportunity to discover their new favorite golf shirt.

Other major sponsors include the [SI GOLF GROUP](#) and [Myrtle Beach Golf Holiday](#). Oxford Golf expects to work together with these companies on digital marketing and email newsletter programs throughout 2012.

"Oxford Golf is thrilled to sponsor the [Golf.com](#) World Amateur Handicap Championship with [Golf.com](#) and Myrtle Beach Golf Holiday," said Dave Leveille, President of Oxford Golf. "Our focus is to provide quality golf clothing for golfers of all levels and this event fits perfectly within our brand goals. We're looking forward to a great week in August."

About the Oxford Golf Group:

The Oxford Golf Group produces and distributes both the Oxford Golf and Links Tech brands of golf apparel. The Oxford Golf brand is recognized as trusted, traditional men's and women's apparel and is sold in pro-shops and resorts and on the Oxford Golf website at [www.oxfordgolf.com](#). The pure-performance Links Tech brand is a high-value collection of performance apparel for both men and women. The Oxford Golf Group is a division of Oxford Industries, Inc. Oxford is an international apparel design, sourcing and marketing company featuring a diverse portfolio of owned and licensed brands. Oxford's brands include Tommy Bahama®, Lilly Pulitzer®, Ben Sherman®, Oxford Golf, Arnold Brant® and Billy London®. Oxford's stock has traded on the New York Stock Exchange since 1964 under the symbol OXM. For more information, please visit Oxford Golf Group's website at [www.oxfordgolf.com](#) or Oxford's website at [www.oxfordinc.com](#).

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