

OXFORD

Southern Tide Announces Partnership with Trick Golfers, The Bryan Brothers

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DALLAS, June 15, 2016 /PRNewswire/ -- Southern Tide is thrilled to announce a multi-year sponsorship with *YouTube* sensations, Wesley and George Bryan, as their official apparel provider. The Bryan Brothers have found fame within the golf industry as they seek to share their enthusiasm and enjoyment in the game, while documenting their adventures on social media. The brothers are well on their way to making the PGA tour with Wesley Bryan just receiving his PGA Tour Card.



"The Bryan Brothers represent the next generation of professional golf while leveraging branded content to showcase on their social media platforms," said Southern Tide CEO, Chris Heyn. "In everything we do, we feel it is important for the brand to showcase an authentic point of view. The Bryan Brothers align with our brand's heritage and relate to our core customer base. The Bryan Brothers' approach to golf is perfect for Southern Tide. We are thrilled to see where this relationship takes us."

He went on to say, "As of one of the fastest growing lifestyle brands, the Southern Tide team is always searching for the next big thing in the industry. The Bryan Brothers' exuberance and passion for a sport previously dominated by Baby Boomers fuels the next generation's love of the game via viral videos and creative social campaigns. They embody entrepreneurial spirit and modern innovation, characteristics that mirror Southern Tide's DNA. In a market heavily saturated with ambassadorships, Southern Tide and The Bryan Brothers look to create a unique partnership featuring Southern Tide's expanded knit program, The Club Collection, and the active and sport lifestyle brand Tide to Trail (T3)."

Wesley and George Bryan echoed Heyn's sentiments, "We are very excited to officially be joining the Southern Tide family! We love the style and comfort it brings both on and off the course! It fits our brand perfectly and we get to keep it close to our roots. We feel like we are right back home in South Carolina regardless of where the road takes us!"

About Southern Tide:

Founded in 2006, Southern Tide is a Greenville, S.C.-based lifestyle apparel brand that boasts exceptional craftsmanship and classic design. Southern Tide is best known for its Skipjack Polo, deemed by many to be the finest, most comfortable polo shirt. In addition to the Skipjack Polo, Southern Tide offers a variety of apparel and accessory products. In 2013, the company was named to the Inc. 5,000 list for the third consecutive year and represented the fastest growing apparel company to make the list. Southern Tide is available for purchase in "over 850 fine specialty retailers, in Southern Tide Signature Stores, on our e-commerce site, and at select premium department stores throughout the United States. For more details, please visit www.southerntide.com.

Southern Tide is a wholly owned subsidiary of Oxford Industries. (NYSE: OXM)

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