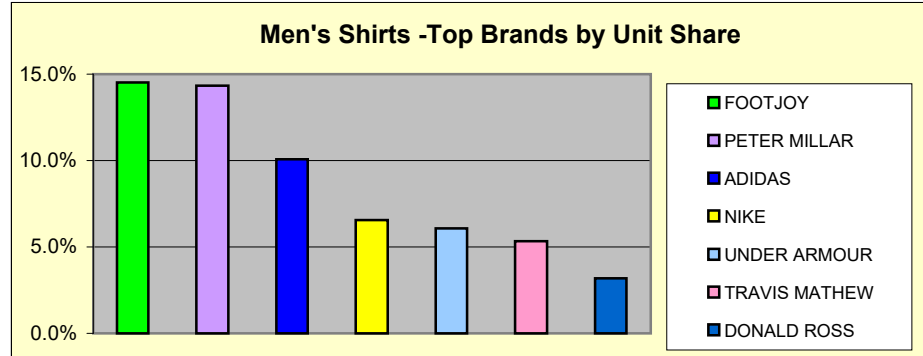
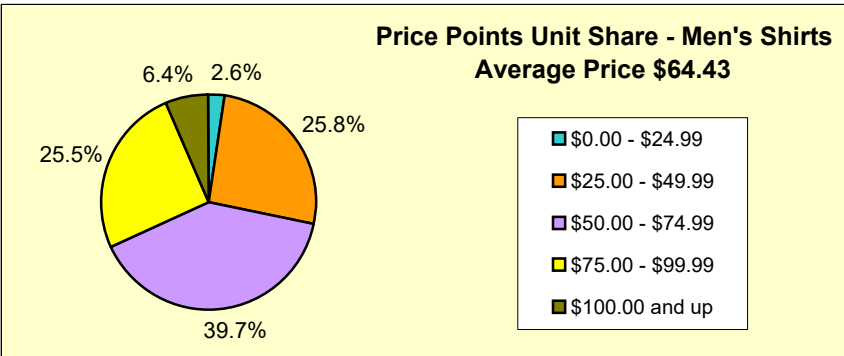




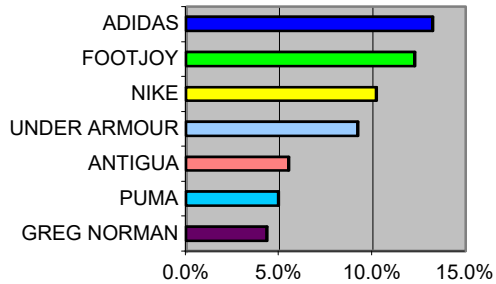
ON COURSE - MEN'S SHIRTS

JULY, 2020

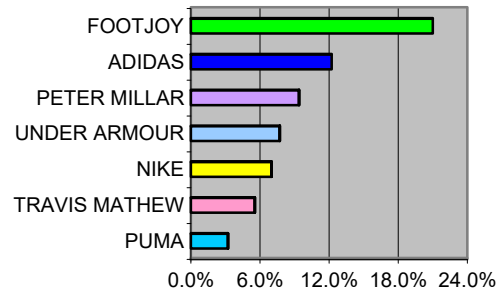
Shirts Include Short and Long Sleeve Shirts



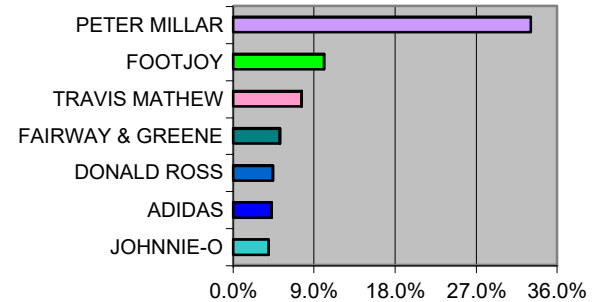
Top Seven Brands - Unit Share
\$25.00 to \$49.99 Price Point
Represents 25.8% of Total Sales



Top Seven Brands - Unit Share
\$50.00 to \$74.99 Price Point
Represents 39.7% of Total Sales



Top Seven Brands - Unit Share
\$75.00 to \$99.99 Price Point
Represents 25.5% of Total Sales



Top Selling Brands Between \$0.00 - \$24.99 - Adidas and Nike
Top Selling Brands \$100 and Up - Peter Millar and Greyson Clothiers

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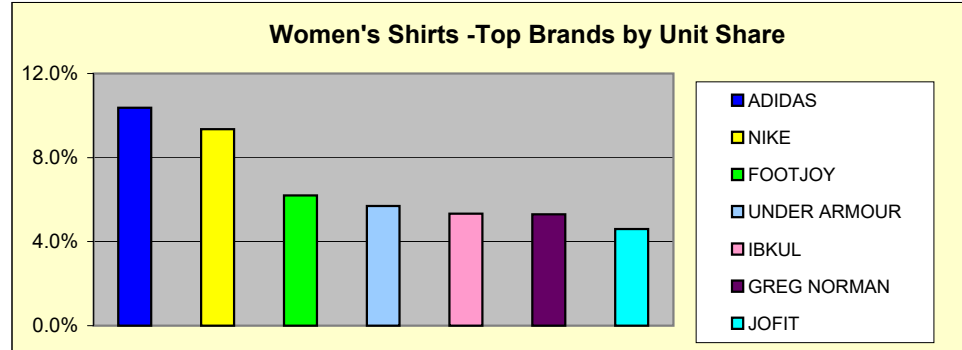
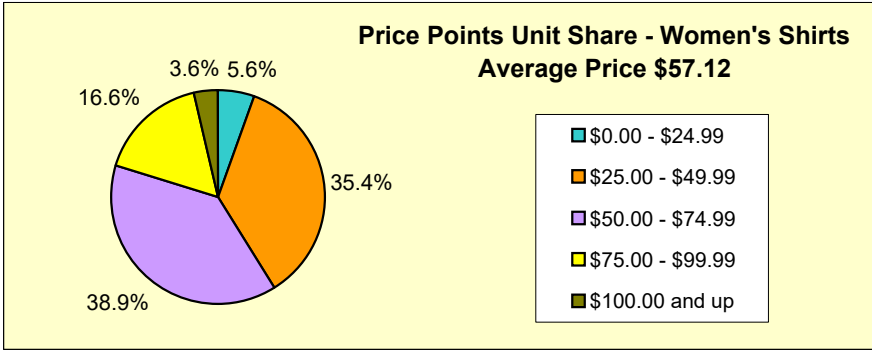
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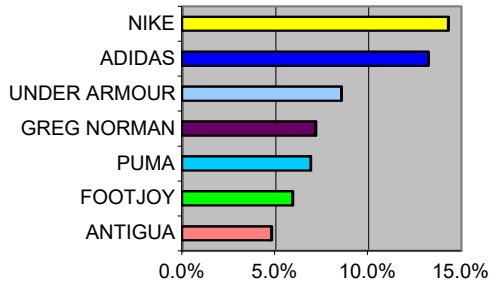
ON COURSE - WOMEN'S SHIRTS

JULY, 2020

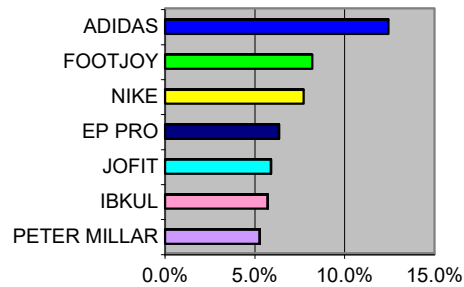
Shirts Include Short and Long Sleeve Shirts



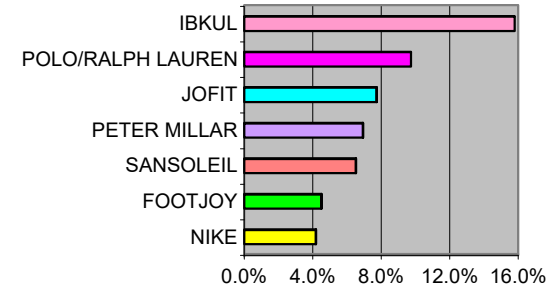
Top Seven Brands - Unit Share
\$25.00 to \$49.99 Price Point
 Represents 35.4% of Total Sales



Top Seven Brands - Unit Share
\$50.00 to \$74.99 Price Point
 Represents 38.9% of Total Sales



Top Seven Brands - Unit Share
\$75.00 to \$99.99 Price Point
 Represents 16.6% of Total Sales



Top Selling Brands Between \$0.00 - \$24.99 - Ahead/Kate Lord and Greg Norman
Top Selling Brands \$100.00 and Up - Polo/Ralph Lauren and Ibkul

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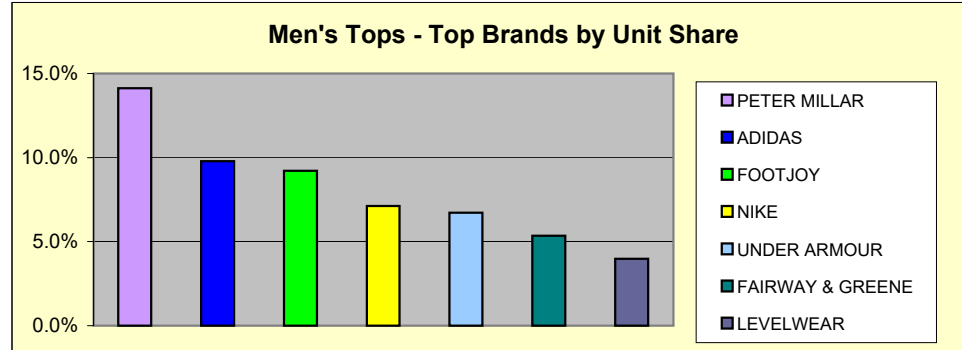
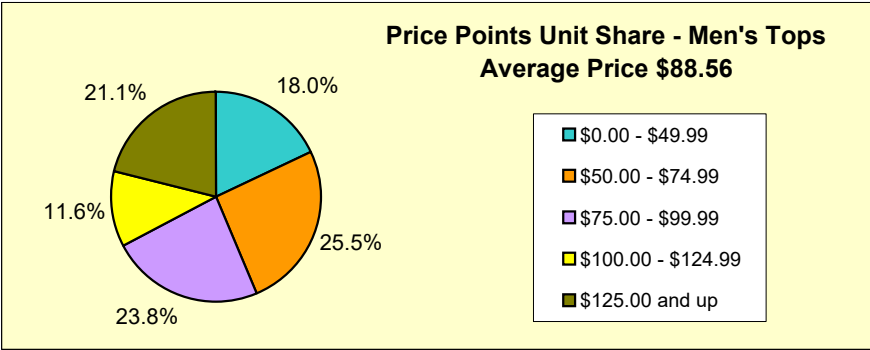
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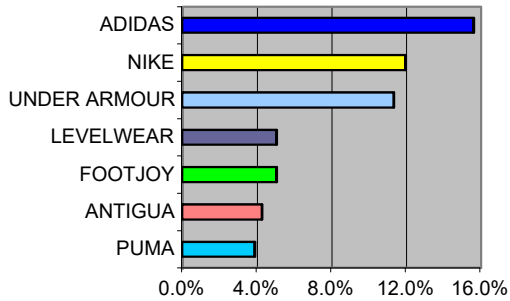
ON COURSE - MEN'S TOPS

JULY, 2020

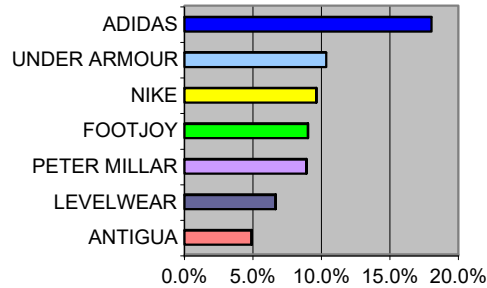
Tops Include Sweaters, Vests and Fleece



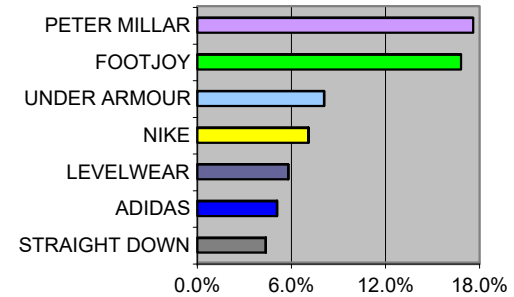
Top Seven Brands - Unit Share
\$0.00 to \$49.99 Price Point
Represents 18.0% of Total Sales



Top Seven Brands - Unit Share
\$50.00 to \$74.99 Price Point
Represents 25.5% of Total Sales



Top Seven Brands - Unit Share
\$75.00 to \$99.99 Price Point
Represents 23.8% of Total Sales



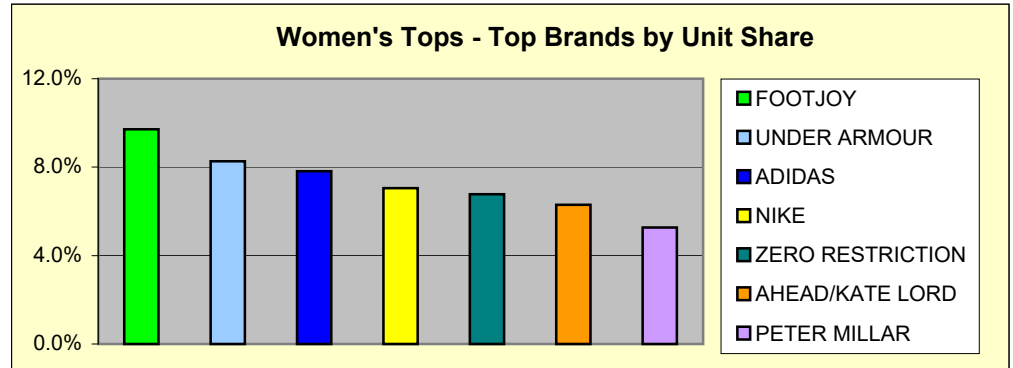
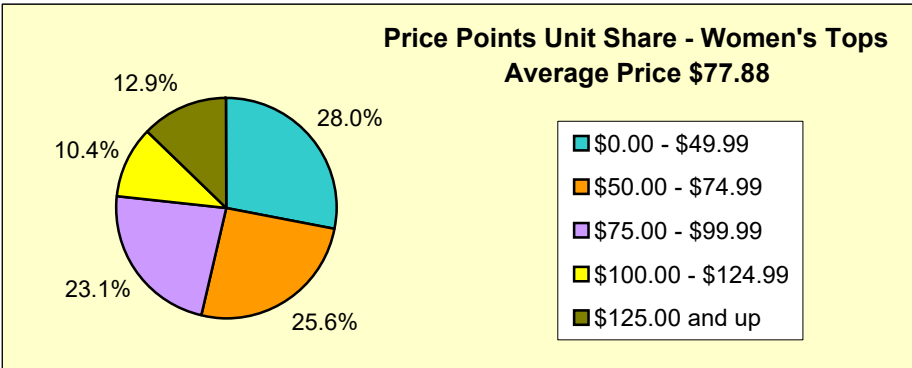
Top Selling Brand Between \$100.00 - \$124.99 - Peter Millar and Straight Down
Top Selling Brands \$125 and Up - Fairway & Greene and Peter Millar

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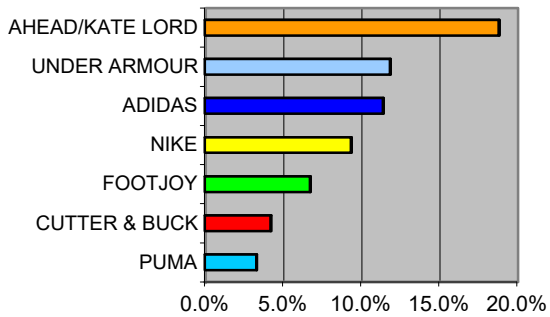
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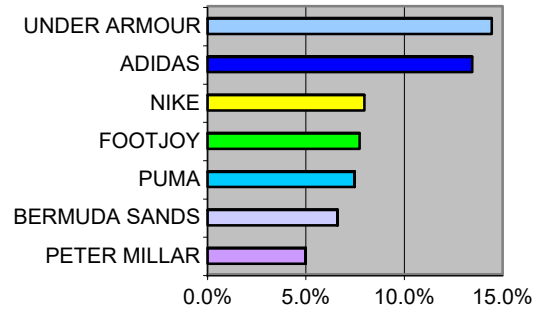
ON COURSE - WOMEN'S TOPS
JULY, 2020
 Tops Include Sweaters, Vests and Fleece



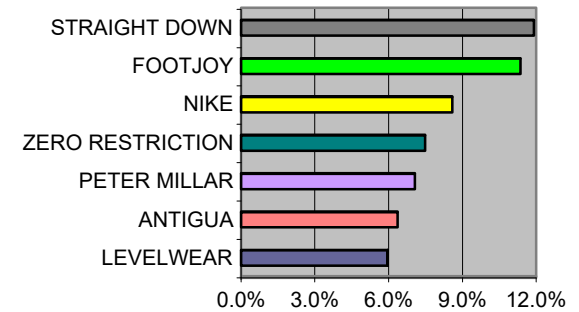
Top Seven Brands - Unit Share
\$0.00 to \$49.99 Price Point
 Represents 28.0% of Total Sales



Top Seven Brands - Unit Share
\$50.00 to \$74.99 Price Point
 Represents 25.6% of Total Sales



Top Seven Brands - Unit Share
\$75.00 to \$99.99 Price Point
 Represents 23.1% of Total Sales



Top Selling Brand Between \$100.00 - \$124.99 - Footjoy and Zero Restriction
Top Selling Brands \$125 and Up - Fairway & Greene and Zero Restriction

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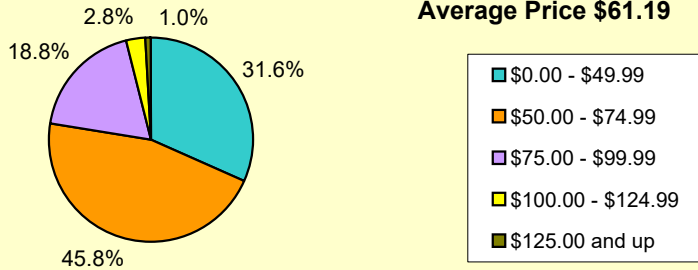


ON COURSE - MEN'S BOTTOMS

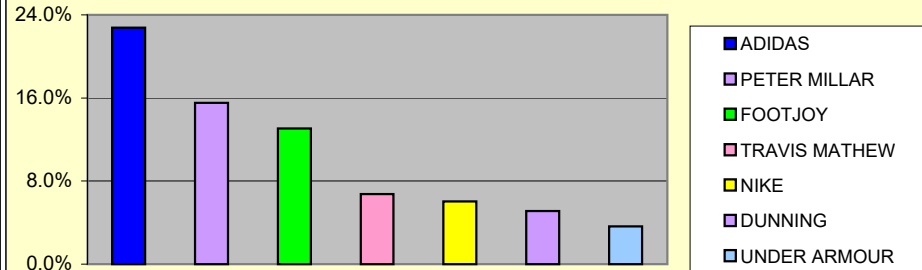
JULY, 2020

Bottoms Include Pants and Shorts

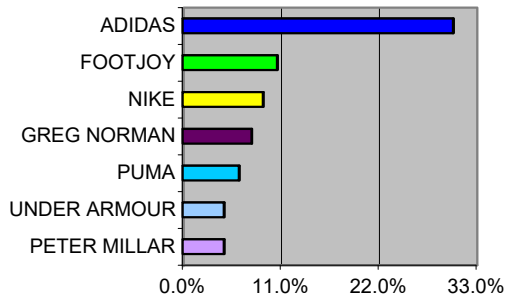
Price Points Unit Share - Men's Bottoms
Average Price \$61.19



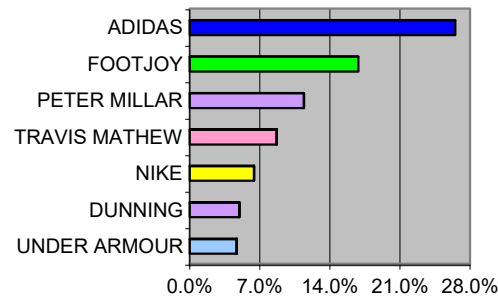
Men's Bottoms - Top Brands by Unit Share



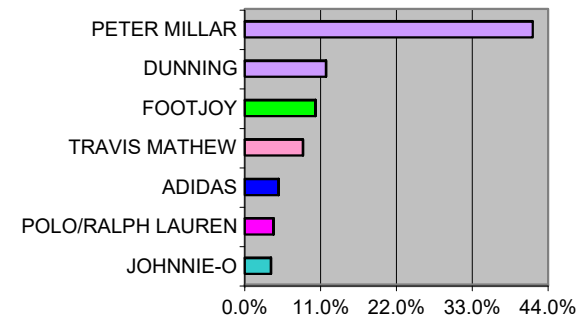
Top Seven Brands - Unit Share
\$0.00 to \$49.99 Price Point
Represents 31.6% of Total Sales



Top Seven Brands - Unit Share
\$50.00 to \$74.99 Price Point
Represents 45.8% of Total Sales



Top Seven Brands - Unit Share
\$75.00 to \$99.99 Price Point
Represents 18.8% of Total Sales



Top Selling Brand Between \$100.00 - \$124.99 - Peter Millar and Greyson Clothiers

Top Selling Brands \$125 and Up - Greyson Clothiers and Johnnie-O

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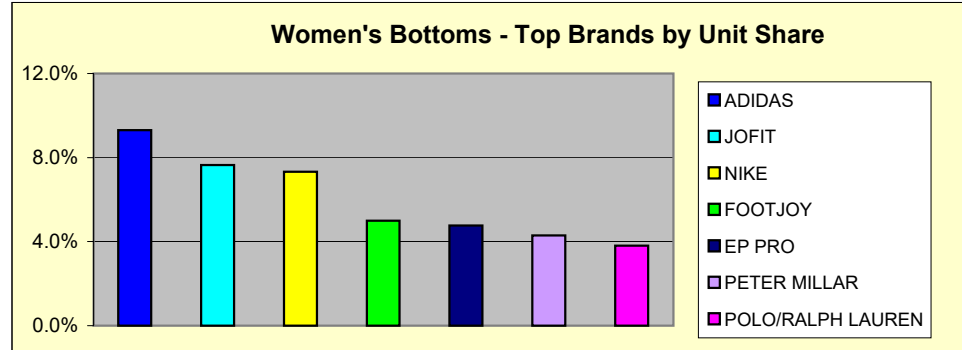
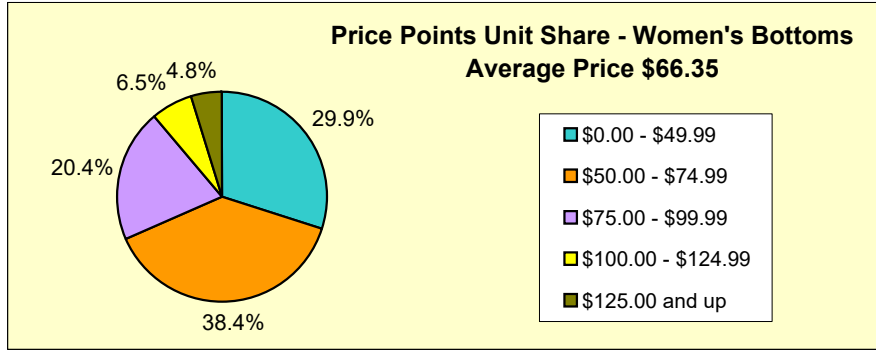
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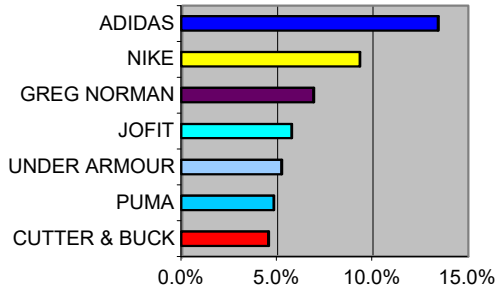
ON COURSE - WOMEN'S BOTTOMS

JULY, 2020

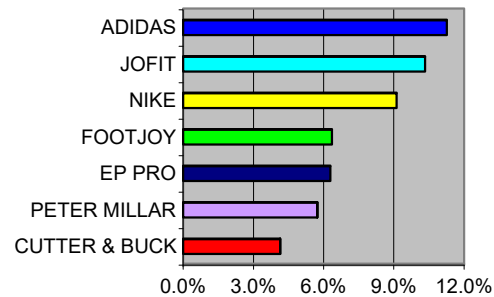
Bottoms Include Pants and Shorts



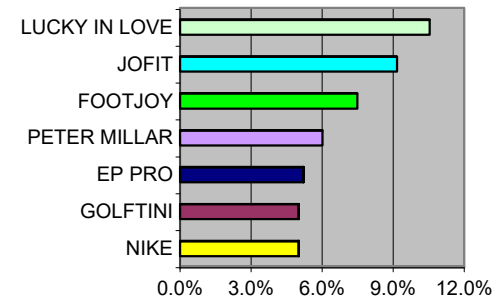
Top Seven Brands - Unit Share
\$0.00 to \$49.99 Price Point
Represents 29.9% of Total Sales



Top Seven Brands - Unit Share
\$50.00 to \$74.99 Price Point
Represents 38.4% of Total Sales



Top Seven Brands - Unit Share
\$75.00 to \$99.99 Price Point
Represents 20.4% of Total Sales



Top Selling Brand Between \$100.00 - \$124.99 - Golftini and Daily Sports

Top Selling Brands \$125 and Up - Polo/Ralph Lauren and Daily Sports

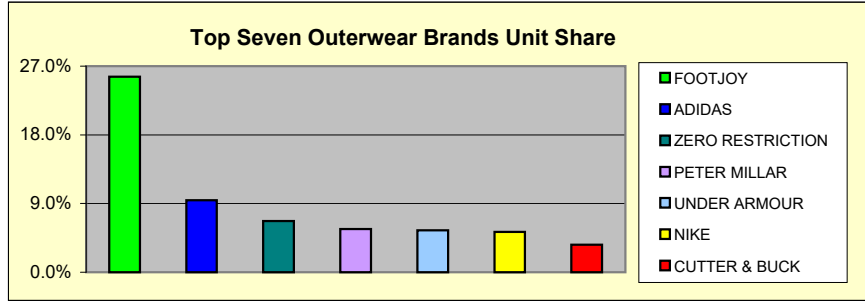
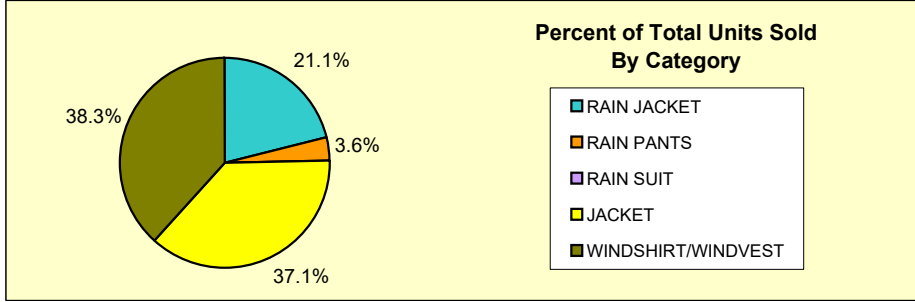
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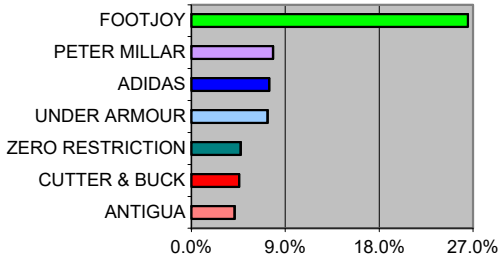
ON COURSE - OUTERWEAR

JULY, 2020

Unit Share Within Product Category



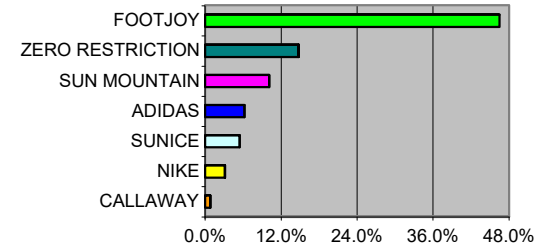
Top Windshirt/ Windvest Brands Unit Share
Average Price \$99.34



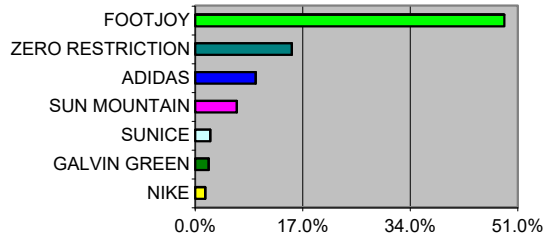
Top Rain Suit Brands Unit Share

*NO DATA

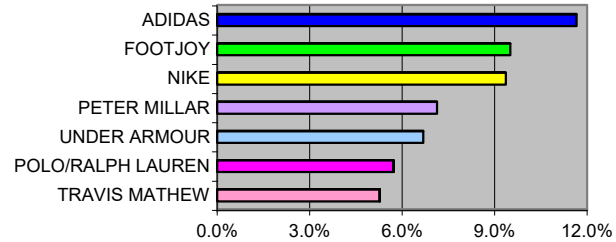
Top Rain Pants Brands Unit Share
Average Price \$109.73



Top Rain Jacket Brands Unit Share
Average Price \$167.91



Top Jacket Brands Unit Share
Average Price \$110.11



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