



FOR IMMEDIATE RELEASE

Contact:

Cory Van Auken
Darby Communications
cory@darbycommunications.com
828.254.0914 o / 828.337.6455 c

**Spartan and Headsweats form a partnership.
Headsweats Official Custom Headwear Provider of Spartan**

Leader in performance headwear and Spartan partner to bring athletes the world's most comfortable custom headwear.

Boulder, CO, August 6, 2018 – Headsweats, the world's leading manufacturer in performance headwear, has teamed up with Spartan, the world's largest obstacle race and endurance brand, as the Official Custom Headwear Provider. Spartan athletes will keep a cool head benefiting from Headsweats ultra-light, moisture wicking, performance headwear as they test their limits on the Spartan race course.

Like Spartan athletes, Headsweats is dedicated to its craft of providing the highest quality product possible. Spartan provides quality and challenging obstacle races while Headsweats provides headwear as equipment that functions and help the athletes perform at their best.

"Headsweats is honored to be the Official Custom Headwear Provider of Spartan Race US," says Mike McQueeney President of Headsweats. "Spartan athletes can now wear co-branded Spartan/Headsweats Race Hats, Supervisors and Performance Truckers. This is a huge deal for both sides. Spartan is recognized as the #1 obstacle event and Headsweats is known as the world leader in performance headwear. It is all about giving the athletes what they want and headwear that performs while competing or training. I now have a Spartan Race on my list of goals!"

"Headsweats has been leader in endurance sports custom headwear for a long time and we are excited that our new partnership will deliver unique and authentic race hat designs for our Spartan athletes, Pro Team, the OCR fans and our growing retail and e-commerce customers," said Ian Lawson VP of Global Partnerships at Spartan.

As a part of their partnership custom co-branded event headwear will be available for purchase during Spartan events in the US as well as at Spartan.com and Headsweats.com.

About Headsweats

Headsweats is the world leader in ultra-light, supremely wicking performance headwear that dominates the triathlon, cycling, running and endurance markets. For over 20 years, Headsweats has established itself as the frontrunner in customizable performance headwear for the professional athletes to the average Joe and Janes. Recently, Headsweats has expanded its offerings under its Headsweats

Performance Gear arm for teams, clubs, retailers, and events looking for customized unique high-performance branded apparel. Headsweats prides itself on providing the highest quality performance headwear and apparel in the industry using innovative materials and designs. www.headsweats.com

About Spartan Race, Inc.

Spartan Race is the world's largest obstacle race and endurance brand, and the first in-sport to feature timing and global rankings. With more than 200 events across more than 30 countries in 2018, Spartan will attract more than one million global participants offering open heats for all fitness levels, along with competitive and elite heats. The Spartan lifestyle boasts a community of more than five million passionate social media followers, health and wellness products, training and nutrition programs, and a popular NBC television series, which has made obstacle racing one of the fastest growing sports in the world. Spartan Race events feature races at three distances, 3+Mile/20+ Obstacle "Sprint," 8+ Mile/25+ Obstacle "Super" and 12+ Mile/30+ Obstacle "Beast," culminating in the Spartan Race World Championship in North Lake Tahoe, Calif. Visit <http://www.spartan.com> for more information and registration.