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## **ECCO Sign Caroline Masson**

### ***Ladies' European Tour Star to Compete in Brand's Coveted Hybrid Line***

Danish brand ECCO – a leading global manufacturer of innovative footwear – has announced the signing of German Ladies' European Tour player Caroline Masson, who will compete in the brand's market-leading Hybrid line, fronted by the new Classic Hybrid, Biom Hybrid and Golf Street designs.

The multi-year agreement will see her compete with the ECCO logo on her collar, and she will appear on global marketing materials.

Masson has had her strongest year to date in 2012, as she finished 2nd on the Order of Merit following a string of top-5 finishes and her maiden win in South Africa, during which she wore ECCO's Biom Golf shoe. She's currently 48th in the Official Rolex Rankings, having had several strong finishes on the LET since she won Final Qualifying in 2009. She recently won her unconditional Tour Card for the LPGA 2013 with a solid T11 at Stage III of the Qualification Tournament in December, 2012.

Commenting on the deal, Masson, said: "It's paramount that my footwear performs consistently throughout the year, and with ECCO's Hybrid shoes, I know I will be wearing the best on Tour. As soon as I slipped my first pair on, I felt the 'out-of-the-box' comfort that all the pros look for.

"From a fashion perspective, the 2013 line offers everything you could possibly want and more. This, combined with ECCO's unique E-dts sole, will provide me with the best footwear experience on the market. I can't wait to see what difference it'll make in competition."

Masson is currently first in the Solheim Cup rankings for 2013, when the event will head to Colorado before turning to her home nation for the first time in 2015 at St. Leon-Rot.

"After the year that Caro's had, it's testimony to the quality of our products that she's committed to wearing ECCO Hybrids," said Jesper Thuen, Global Marketing Manager. "Her golf ability, grace and personable nature make her a great fit for the brand."

The 2013 collection will also be worn in competition by Tour stars Fred Couples, Graeme McDowell, Thomas Bjorn, Belén Mozo, Thongchai Jaidee, Stuart Appleby, Bradley Dredge and Andreas Hartø.

### **About ECCO**

The only major shoe manufacturer to own and manage every step of the shoemaking process – from leather production through its own shoe factories all the way to its stores – ECCO adheres to the design philosophy that "the shoe must follow the foot." This approach allows the company to craft footwear that combines style and comfort with uncompromising quality and innovative technology. A leading global brand, ECCO was founded in 1963 by Karl Toosbuy and remains family owned. Headquartered in the Danish towns of Bredebro and Tønder, the ECCO footwear group employs nearly 20,000 people worldwide. Its products can be found in 4,000 branded sales locations in more than 90 countries.

For further inspiration, please visit [www.ecco.com/golf](http://www.ecco.com/golf).

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