



Tharanco Lifestyles  
Announces Partnership with  
RepSpark Systems



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Tharanco Lifestyles is excited to announce a new partnership with RepSpark Systems to provide real-time online order entry, marketing and reporting information for their sales team that represent Greg Norman Collection, the golf-inspired sportswear company, and Dunning Golf a premium brand of performance golf apparel.

The RepSpark solution that will be in the hands of each sales representative via iPad application and the core web portal will greatly enhance the selling and customer experience of the Greg Norman Collection and Dunning Golf brands. Having the capabilities of hosting the brands valuable video assets, elaborate product images, Tour player photography and many other branding materials will simplify the selling

process and from a marketing perspective be visually more consistent and impactful to the customer. Order entry will incorporate product and club logo information and the efficiency of our reps will improve based on the functionality of the application.

"From the first conversations with RepSpark, they spoke the language and understood the needs and challenges of the brands. There was a comfort level not only with the application, but also with the people," said David Quattrucci, Vice President, Operations for Tharanco Lifestyles. "Greg Norman Collection and Dunning Golf are currently working towards a Q3 go-live date."

"Working with Tharanco Lifestyles has been amazing to date. We are excited to be partnered with such a cutting-edge, organized and well-managed family of brands. It is not often you see a company that not only produces top-line product but is also both technology and fashion forward," Meghann Butcher, Tharanco account manager.

## About Tharanco Lifestyles

*Industry veterans Haresh Tharani and Michael Setola created Tharanco Lifestyles LLC in 2009 with the acquisition of the Greg Norman Collection. The partnership offers emerging and established brands a strong and resourceful operations platform with deep experiences in apparel sourcing and brand building in the domestic and international markets. The company also owns Dunning Golf and is the master license for John Bartlett* For more information, visit the website at: <http://www.cioreview.com>

## About Greg Norman Collection

*Built upon a unique combination of performance, luxury and style, Greg Norman Collection, a division of Tharanco Lifestyles is a leading worldwide*

*marketer of authentic golf apparel and golf-inspired sportswear for men and women.*

## About Dunning Golf

*In 2001, Ralph Dunning revolutionized the golf industry by launching the very first apparel line comprised exclusively of performance fabrics. Known for its clean and sophisticated aesthetic, Dunning Golf is a premium brand of high performance golf clothing distributed through prestigious green grass golf shops and select specialty stores. Tested and trusted by the world's greatest athletes, the proprietary technical fabrics are engineered from the yarn up; meaning performance is built in and won't wash or wear out after repeated use.*

## About RepSpark

RepSpark Systems provides a web-based sales force management/ B2B solution for the apparel/footwear/accessories industries. RepSpark Systems presents robust to-the-minute sales and inventory information, as well as sales history and order management through a multitude of easy to run reports. In addition, RepSpark provides sales managers with a territory planning module and management dashboard. RepSpark also has B2B functionality to allow retailers to place orders 24/7. For more information, visit: <http://repspark.com>

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