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DAILY SPORTS NOMINATED FOR SPORTS SUPPLIER OF THE YEAR

**The golf and active wear company Daily Sports is one of three finalists for
the award Sports Supplier of the Year at Habit Modegalan (Habit’s Fashion Gala) in November.**

Daily Sports long-term commitment to fashion, fit and function for female golfers and exercisers have made the company a market leader in golf wear in Sweden. The consistent work with products and branding has now resulted in a nomination to become the Sports Supplier of the Year at Habit Modegalan, where the company is one of three finalists.

"It feels amazing that our focus on active women over 40 has been recognized",
says Ulrika Skoghag, CEO of Daily Sports.

"We have been a breath of fresh air on the golf course for over 20 years. Now we
are bringing that attitude to the exercise world. We don’t want to exclude anyone,
we want to continue creating clothes that make all women crave for an active lifestyle”,
says Ulrika Skoghag.

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Daily Sports creates sports wear for women all over the world. The company was founded in 1995 with the ambition to make all women crave an active lifestyle. Daily Sports is a Swedish familly business driven by the second generation with Ulrika Skoghas as CEO. The collections are presently sold in 28 countries by 20 distributors. The turn over is SEK 70 million where the Swedish market share is SEK 20 million.

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