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## Tour Edge Announces Presenting Sponsorship of GOLF Channel's coverage of PGA Tour Champions

Tour Edge, the pound for pound industry leader in performance and innovation, today announced it has become the presenting sponsor for GOLF Channel's coverage of PGA TOUR Champions tournaments.

Tour Edge will present GOLF Channel's PGA Tour Champions telecasts and its 24-event schedule for 2021 that concludes a "super season" due to cancellations in the 2020 season.

There were 15 events played in 2020, and points earned in the Charles Schwab Cup will carry over to 2021 with a champion being determined in November.

The presenting sponsorship of GOLF Channel's coverage of PGA Tour Champions tournaments includes telecast open and close designations in every PGA Tour Champions round aired on the GOLF Channel, as well as Presenting Sponsor billboards and a weekly What's Your Edge? Golf tips series featuring Tour Edge staff players.

"Being the presenting sponsor of GOLF Channel's coverage of PGA Tour Champions tournaments is a big step forward for Tour Edge in streamlining all of our recent efforts on the PGA Tour Champions," said David Glod, President of Tour Edge. "This is part of a long-term vision that cements the PGA Tour Champions as the perfect home for Tour Edge and our branding efforts."

Tour Edge has also re-upped as the presenting sponsor of PGA Tour Champions Learning Center, the popular GOLF Channel show that airs every Wednesday in prime time.

PGA Tour Champions Learning Center is scheduled to air over 40 original episodes in 2021, with Tour Edge prominently featured within each episode.

Learning Center will also incorporate Tour Edge Staff Professionals in their What's Your Edge? tips series.

The 2021 Tour Edge professional staff includes PGA Tour Champions players Ken Duke, Bernhard Langer, Tom Lehman, Scott McCarron, Tim Petrovic and Duffy Waldorf.

The entire staff recently filmed a series of television spots for Tour Edge that will begin airing on GOLF Channel in March.



Despite only having six professionals on their tour staff, over 100 different PGA Tour players have played over 1,000 Tour Edge clubs in the last three seasons on the three PGA Tours.

Forty-two different professionals chose to play 502 Tour Edge clubs in the 15 events played on the 2020 PGA Tour Champions, helping Tour Edge break their personal best for number of clubs in play in a season, despite the shortened season. Up to 20% of the field in a Champions event are now playing Tour Edge clubs.

Twenty players chose to play a Tour Edge driver on the PGA Tour Champions last season, which made Tour Edge the fastest growing driver brand on the tour.

### **About Tour Edge**

In 2021, Tour Edge is celebrating 35 years as a highly renowned and top-selling golf club and bag manufacturer serving the global golf market.

Tour Edge is an American owned and operated company out of Batavia, Illinois that manufactures and sells golf clubs under three distinct sub-brands:

- Exotics: a tour-preferred line of ultra-premium equipment featuring next-level innovation and materials that is in the bags of over 100 of the world's top professionals.
- Hot Launch: the highest level of performance and game improvement innovation design at a mid-tier price point and the #1 custom fitted value in golf.
- "Get in the Game" products: featuring complete sets for men, women, seniors, and juniors, as well as individual drivers, putters, wedges, and golf bags designed for casual and beginning golfers on a budget.

The legendary #TeamTourEdge tour staff includes Ken Duke, Bernhard Langer, Tom Lehman, Scott McCarron, Tim Petrovic and Duffy Waldorf.

Tour Edge products have been in play for 22 victories on the PGA Tours, including 10 on the PGA TOUR and 11 on the PGA TOUR Champions.

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