



## **Tour Edge Announces Presenting Sponsorship of PGA Tour Champions Learning Center Show on Golf Channel**

Tour Edge announces that it has secured the rights to be the presenting sponsor of PGA Tour Champions Learning Center, the popular Golf Channel television show that features professional tips and instruction featuring the legends of golf from the PGA Tour Champions.

PGA Tour Champions Learning Center is scheduled to air 43 episodes in 2019, beginning in January, with Tour Edge prominently featured within each episode. The series also will incorporate Tour Edge Exotics Staff Professionals, providing tips geared toward the amateur golfer.

"Being the presenting sponsor of PGA Tour Champions Learning Center is a big step forward for Tour Edge in what we are doing around the PGA Tour Champions," said David Glod, President of Tour Edge. "We signed up nine guys and 44 others playing our clubs on the PGA Tour Champions this year. We went and set up on the range at every tour event with our tour reps and it led to seven wins and nine runner-up finishes. More importantly, it has led to great relationships and to a mutual respect. The players were very thankful that we are out there servicing them every week. We let them know this was a long term vision and that the PGA Tour Champions makes a perfect home for Tour Edge. Expanding this relationship with the Golf Channel with PGA Tour Champions goes right along with our strategy and we hope to grow it even more as we move ahead into phase two of our plan."

Tour Edge has committed to balanced commercial unit media spend for every quarter from the fourth quarter of 2018 to the fourth quarter of 2019. They are currently launching their new flagship Exotics product, the Exotics EXS with a campaign that focuses on their technology packed EXS line and their tagline Pound for Pound, Nothing Else Comes Close.

This is on the heels of their wildly successful HL3 *Get Fit. Spend Less. Play Better.* campaign that helped produce exponential growth in Hot Launch 3 sales and in custom fitting orders for Tour Edge this season.

"We learned a lot of what we can accomplish in terms of demand creation with our HL3 campaign," said Glod. "Now we are turning our focus onto the Exotics label and have all the data we need now to make educated advertising decisions that will get consumers into our retailers asking about our new products."

The tie in to the PGA Tour Champions matches the efforts that Tour Edge has been making on the professional tours. Tour Edge signed a staff of nine Exotics CBX hybrid players in 2018 that includes some of the best golfers in the world.

All in all, Tour Edge has attracted over 53 different players to play their equipment on the PGA Tour Champions since they launched the Exotics CBX line of metalwoods to the tour in October of 2017.

This has led to Exotics ranking as the #1 hybrid model in play at the Senior PGA Championship and to a serious hot streak: six victories and nine runner-up finishes on PGA Tour Champions so far this year. That accounts for a 1<sup>st</sup> or 2<sup>nd</sup> place finish in 60% of all the Champions events played this season.

On top of the six victories and nine runner-up finishes, players using Tour Edge clubs have earned 32 Top 5 finishes and 57 Top 10 finishes in 25 events played this season on the PGA Tour Champions.

Seven Exotics staff players currently rank in the Top 35 of the Charles Schwab Cup money standings, including Scott McCarron in 4<sup>th</sup>, Tim Petrovic at 10<sup>th</sup>, Tom Lehman at 16<sup>th</sup>, Duffy Waldorf at 25<sup>th</sup>, Bart Bryant at 28<sup>th</sup>, Scott Dunlap at 29<sup>th</sup> and Rocco Mediate at 32<sup>nd</sup>.

## **ABOUT GOLF CHANNEL**

Golf Channel is a multimedia, golf entertainment and services company based in Orlando, Fla. Serving the most-affluent audience in all of television, Golf Channel – co-founded by Arnold Palmer in 1995 and now part of NBC Sports Group – is available to nearly 500 million viewers in more than 80 countries and nine languages around the world. Golf Channel features more live golf coverage than all other networks combined, including tournament action from the PGA TOUR, LPGA Tour, The Open, Olympics, and Ryder Cup, as well as high-quality news, instruction and original programming. Delivering unmatched coverage of the world of golf, fans are able to enjoy 24/7 live streaming of Golf Channel content through [Golf Channel Digital](#) and the [NBC Sports App](#), powered by Playmaker Media. In addition, Golf Channel connects the world to golf through a wide array of digital and lifestyle services including [Golf Channel Mobile](#), a comprehensive app covering golf's latest headlines, scores and analysis; [GolfNow](#), the world's largest online tee time booking platform and golf course technology partner, which includes the [GolfNow Mobile App](#), featuring on-course GPS tracking, in-round scoring and game tracking; [Revolution Golf](#), the largest direct-to-consumer digital platform in golf; [GolfAdvisor.com](#), the world's largest golf course ratings and review resource for golfers, by golfers; a North American network of [Golf Channel Academy](#) instructional facilities; and [Golf Channel Am Tour](#), the world's largest amateur golf tour; and as the Official Media Partner of [St. Andrews Links](#), the Home of Golf.

## **About Tour Edge**

In 1986, David Glod founded Tour Edge with a focus on offering golfers with high quality and technologically advanced golf products that were as cutting edge as they were affordable. He is now considered one of the preeminent master club designers in golf club design and has led Tour Edge to be a Top 10 manufacturer in every club category.

Tour Edge products have been put in play on the PGA TOUR, PGA Tour Champions, LPGA Tour and Web.com Tour, as well as European professional tours, and have been in play in every PGA TOUR major event and in Ryder Cup competitions, leading to 17 wins for players playing Tour Edge products on the PGA Tours (10 PGA TOUR, 6 PGA Tour Champions and 1 Web.com Tour).

In 2018 alone, Tour Edge clubs have earned seven wins, nine runner-up finishes, 32 Top 5 finishes and 57 Top 10 finishes on the three PGA Tours.

Tour Edge, an American owned and operated company for more than 32 years, manufactures and sells golf clubs under three distinct brand names: Exotics, Hot Launch and Bazooka.

- Exotics products bring futuristic technologies to the marketplace with tour preferred designs and smaller production runs. Exotics clubs utilize higher-grade, avant-garde materials and manufacturing methods that have led Exotics to establish itself as a leader in quality craftsmanship and to redefine what is possible in golf club performance.
- Hot Launch has forged a name for itself as a producer of high-quality premium game improvement golf clubs from driver to wedge. Hot Launch has proven to provide the greatest custom fit value in golf and includes an unprecedented guaranteed 48-hour custom fit delivery program.
- Bazooka represents the absolute best value available in golf, offering advanced players, beginners, women and juniors the best in playability and affordability.

All Exotics and Hot Launch clubs are hand built in the United States in Batavia, Illinois and then distributed throughout the world. Every Tour Edge club comes with a Lifetime Warranty and a 30-day play guarantee.

Media Center: <http://www.touredge.com/media/mediacenter18.asp>

Tour News: <http://www.touredge.com/services/tournews.asp>

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