

OSHIMAYA TO EXHIBIT AT 2024 PGA SHOW

Okayama, Japan (June, 2023) – OSHIMAYA Co., Ltd. announced today plans to exhibit at the 2024 PGA Show, Jan. 23-26, in Orlando, FL. OSHIMAYA will participate both in Demo Day & Exhibition and celebrate its first-time appearance in the United States. OSHIMAYA will share their state-of-the-art technology combined with traditional material used for Japanese floorings called “Tatami”.

“We are pleased to join the industry to debut our product to golf’s most influential retailers from around the world and attend the show as a launching pad for our innovative item.”

The PGA Show, organized by the PGA of America and PGA Golf Exhibitions, will reunite the golf industry for the 71st edition of golf’s longest running and largest global business gathering. Thousands of attending PGA of America Golf Professionals, golf leaders, industry executives and retailers from around the world will source new products from nearly 1,000 golf and lifestyle brands while attending high-level industry presentations, participating in education and career workshops, and connecting in person with peers and golf leaders to drive continued growth of the sport and the business of golf.

About OSHIMAYA

OSHIMAYA is a Japanese traditional manufacturer with a long history of igusa(Japanese soft rush grass) business. Igusa has been an important natural material for Japanese style houses, but OSHIMAYA has created many innovative items with the plants for not only floorings but also modern home decor, furniture, shoe accessory and sports & outdoors to spread the various health/environmental benefits of igusa. OSHIMAYA’s newest unique yet innovative item is Swing-Tatami, which helps athletes improve their lower body and core muscles for better stability and powerful swings. The details of the company and products are found on their website: <https://ooshima-ya.com/en/>

About PGA Golf Exhibitions

The [PGA Show](#), [PGA Buying & Education Summit](#) are organized by PGA Golf Exhibitions (part of [RX](#)) and the PGA of America. Since its inception in 1954, the [PGA Show](#) has grown into the largest annual business event for the global golf industry. The [PGA Show Buying & Education Summit](#) connects the industry mid-season and drives business leading up to the annual [PGA Show](#). Learn more at PGAShow.com and follow us on “[X](#)”, [Instagram](#) and [Facebook](#).

About the PGA of America

The PGA of America is one of the world’s largest sports organizations, composed of more than 29,000 PGA of America Golf Professionals who love the game, are expert coaches, operators and business leaders, and work daily to drive interest and participation in the sport. The PGA of America owns and operates numerous championships and events, including major championships for men, women, seniors and the Ryder Cup, one of the world’s foremost sporting events. For more information, visit PGA.com and follow us on [X](#), formerly known as [Twitter](#), [Instagram](#) and [Facebook](#).

CONTACT INFORMATION:

OSHIMAYA: Misaki Matsuda - International Sales Manager, (940)279-6094, misaki.m@ooshima-ya.com

PGA Show: Sherry Major, (716) 662-3855, sherry.major@rxglobal.com