



TOPGOLF CALLAWAY BRANDS ANNOUNCE PLANS TO ATTEND THE 2023 PGA SHOW UNDER NEW MULTI-YEAR AGREEMENT

CARLSBAD, Calif. (October 27, 2022) – Today Topgolf Callaway Brands, an unrivaled tech-enabled Modern Golf and active lifestyle company, announced a new multi-year participation agreement with the PGA Show, beginning Jan. 24-27, in Orlando, Fla. In 2023, the Company will activate a new brand educational experience in the PGA Show Equipment area. These activations will showcase their industry-leading range Technology, Top Tracer, and focus on PGA Members’ education in their continued support of the PGA of America, and the PGA Members that have been so important to the success of TopGolf Callaway Brands.

Callaway Golf is a longtime advocate of the PGA of America and its more than 28,000 PGA Professionals across multiple member programs and events, including as a PGA of America Golf Retirement Plus presenting partner and PGA Professional Championship supporting sponsor.

“We are proud to be attending the PGA Show in Orlando once again, and to continue our longstanding support of the PGA and its members at their flagship event,” said Glenn Hickey, Executive Vice President, Callaway Golf. “It’s always a tremendous experience and the 2023 Show will provide a unique opportunity to engage and educate PGA Members on our transformation as the Modern Golf Company, and to illustrate everything that the Topgolf Callaway Brands have to offer.”

“We are excited for the return of the Callaway family of brands to the PGA Show and appreciate their longstanding support of PGA Professionals,” said John Easterbrook, PGA, Chief Membership Officer of the PGA of America. “As the largest gathering of our membership, the PGA Show is a valued opportunity for PGA Professionals to experience the extensive product and educational offerings of Topgolf Callaway brands to help grow their business and improve the grassroots golf experience.”

The PGA Show, organized by the PGA of America and PGA Golf Exhibitions, will reunite the golf industry for the 70th edition of golf’s longest running and largest global business gathering. Thousands of attending PGA Professionals, golf leaders, industry executives and retailers from around the world will source new products from some 800 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.

“We are especially pleased to welcome back Callaway Golf to continue their near four decades of PGA Show participation and welcome Toptracer as an exciting new interactive activation in the equipment section of the Show floor,” said PGA Golf Exhibitions Vice President Marc Simon. “PGA Professionals and golf buyers value the opportunity to learn about these latest innovations and connect in person with company leadership across a variety of programs during PGA Show Week.”

[About Topgolf Callaway Brands Corp.](#)

Topgolf Callaway Brands Corp. (NYSE: MODG) is an unrivaled tech-enabled Modern Golf and active lifestyle company delivering leading golf equipment, apparel, and entertainment, with a portfolio of global brands including Topgolf, Callaway Golf, TravisMathew, Toptracer, Odyssey, OGIO, Jack Wolfskin, and World Golf Tour ("WGT"). "Modern Golf" is the dynamic and inclusive ecosystem that includes both on-course and off-course golf. For more information, please visit <https://www.topgolfcallawaybrands.com>.

About PGA Golf Exhibitions

The PGA Show, PGA Buying & Education Summit and PGA Show Connects 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. Regional PGA Show Buying & Education Summits and the PGA Show Connects digital platform connect the industry year-round and drive business leading up to the annual PGA Show. Learn more at PGAShow.com and follow us on Twitter, Instagram and Facebook.

About the PGA of America

The PGA of America is one of the world's largest sports organizations, composed of nearly 28,000 PGA Professionals who work daily to grow interest and inclusion in the game of golf. For more information about the PGA of America, visit PGA.com and follow us on Twitter, Instagram and Facebook.

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