

TaylorMade Golf Company Announces Partnership with Samsung

TaylorMade's myRoundPro statistical analysis platform exclusively available on Samsung Gear Smartwatches and Smart Fitness Bands

CARLSBAD, CALIF. (September 27, 2017) — TaylorMade Golf Company, an industry leader in product innovation and technology, and Samsung Electronics announced today that TaylorMade's myRoundPro statistical analysis platform will be available exclusively for the Gear S3 and recently announced Gear Fit2 Pro fitness band. In collaboration with Samsung, TaylorMade's engineers have co-developed a specific myRoundPro experience that utilizes the features of the compatible Samsung Gear devices to provide consumers with a unique experience aimed at those who would rather leave their phone at home or in their bag during play.



With the myRoundPro experience available on the Gear S3 and Gear Fit2 Pro, golfers of all skill levels can go hands-free and be able to view yardages to the front, middle and back of the green in addition to the total distance of their previous shot. Through the app, the compatible Gear device will keep record of scores on each hole played during the round in addition to providing a summary of key statistics immediately after the round's completion. Users can also attribute a specific club to each shot, ensuring that they experience optimal statistical analysis when reunited with the myRoundPro App on their phone at the conclusion of play.*

The new MyRoundPro for the Samsung Gear devices will be available in the [Samsung Galaxy app store](#) starting today, September 27, 2017.

Samsung's Latest Gear Smartwatches and Smart Fitness Bands Samsung has an industry leading wearable portfolio and recently announced new devices that will support the new myRoundPro app. In addition to the myRoundPro app, the new Gear Fit2 Pro also features new swim and heart rate monitoring capabilities and an advanced built-in GPS tracking to capture your run or ride with accurate activity tracking. The all-new secure, ergonomic band is light weight and comfortable to use for all activities. The Samsung Gear Fit2 Pro is 5 ATM certified for water resistance and includes personal coaching and motivation tools, premium partnerships, a new design and auto activity detection to enhance your experience.

In addition, the Samsung Gear S3 is a premium smartwatch that brings together Samsung's innovative technology with an iconic design. Perfect for every adventure and now the golf course, the Gear S3 includes advanced features such as 4G LTE connectivity capabilities, a long-lasting battery, military-grade durability and more. To learn more about TaylorMade's myRoundPro exclusive availability on Samsung's portfolio of Gear smartwatches and fitness bands, visit: <https://www.myroundpro.com/>

*myRoundPro for Samsung's Smartwatches and Smart Fitness Bands is only compatible with the Android version of the phone app.

About myRoundPro

Available for smartphones in the U.S., Canada, U.K. and Australian markets. Supported wearable devices are Gear S3, Gear Fit2 Pro, and the Gear Fit2 and Gear S2. The myRoundPro app, free in all stores, allows users to utilize TaylorMade's unprecedented statistical analysis experience designed to help all golfers better understand, adapt and improve their game with an immersive and easy-to-use mobile experience.

About TaylorMade Golf

Headquartered in Carlsbad, California, TaylorMade Golf is a leading manufacturer of high performance golf equipment and golf balls and a major force on the PGA TOUR. TaylorMade has one of the strongest athlete portfolios in golf, with six players in the current Top 15 in the Official World Golf Rankings including Dustin Johnson, Rory McIlroy, Jason Day, Sergio Garcia, Justin Rose and Jon Rahm.

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

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ABOUT TAYLORMADE GOLF

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf is a leading manufacturer of high performance golf equipment and golf balls and a major force on the PGA TOUR. With industry-leading innovative products like M1/M2 metalwoods, M1/M2 irons and TP5 golf balls, TaylorMade has one of the strongest athlete portfolios in golf, with six players in the current Top 15 in the world. Key athletes include Dustin Johnson, Rory McIlroy, Jason Day, Masters champion Sergio Garcia, Olympic champion Justin Rose and PGA TOUR rookie Jon Rahm.



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