

PGA of Canada, TaylorMade-adidas Golf Extend and Expand Partnership

The national partnership includes TaylorMade-adidas Golf remain presenting sponsor of the PGA Championship of Canada, see the addition of nine zone events with exemptions into the PGA Championship of Canada and benefits on adidas.ca for PGA of Canada members

[ACTON, ONT.] — The PGA of Canada is pleased to announce an extension and expansion of its national partnership with TaylorMade-adidas Golf Canada.

The extensive national partnership includes the company remain presenting sponsor of the PGA Championship of Canada thru 2020; assume the lead role in specific TaylorMade-adidas Golf championships in each of the PGA of Canada's nine zones; increase PGA of Canada member benefits; and add special exemptions into the PGA Championship of Canada.

The PGA of Canada is absolutely thrilled about this truly national partnership with TaylorMade-adidas Golf Canada. The company's commitment to the PGA of Canada member in every corner of the country is impressive," he said, adding, "on behalf of the association's 3,700 members, we look forward to working together on our partnership for the next five years.

— PGA of Canada CEO Gary Bernard

The nine TaylorMade-adidas Golf events include:

- PGA of British Columbia Championship; Aug. 22-23
- PGA of Alberta Championship; Aug. 22-23

- PGA of Saskatchewan Pro-Am; Aug. 8-9
- PGA of Manitoba Fall Championship; TBD
- PGA of Northern Ontario Spring Championship; May 29-30
- PGA of Ontario Championship; July 11-12
- PGA of Ottawa Valley Summer Championship; July 11
- PGA of Quebec Championnat; TBD
- PGA of Atlantic Players Championship; Sept. 14-15

The winner of each TaylorMade-adidas Golf sponsored zone event will earn a coveted special exemption to the following year's PGA Championship of Canada.

We are extremely proud of the relationships that we have built over the years with PGA of Canada professionals right across this country of ours. Therefore, signing on with the PGA of Canada as the presenting sponsor of the storied PGA Championship of Canada for another five years was an easy decision. Additionally, the fact that each of the nine zone's will be part of a more overarching relationship with TaylorMade-adidas Golf Canada and the PGA of Canada, is something that will add membership value and enable our stable of brands to show up at provincial events in a more impactful and meaningful way.

— TaylorMade-adidas Golf Canada Managing Director David Bradley

Newly added benefits for every PGA of Canada member are also included in the national agreement both with branded merchandise and through adidas.ca.

The 2016 PGA Championship of Canada sponsored by Mr. Lube and presented by TaylorMade-adidas Golf takes place June 12-16 at the historic Victoria Golf Club in Victoria. TaylorMade-adidas Golf brand ambassador Danny King looks to defend his title and become the first back-to-back winner of the championship since George Knudson who won in 1976 and 1977.

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About the PGA of Canada—THE LIFEBLOOD OF THE GAME OF GOLF: Established in 1911, the PGA of Canada is the second oldest and third largest professional golf association in the world. The PGA of Canada is a non-profit Association comprised of 3,700 golf professionals across the country. The association's mission is to develop, promote, and support its members in living a better life and earning a better living while growing participation, excellence and passion for the sport of golf. The association consists of the national office located in Acton, Ont., and nine zone offices across the country. www.pgaofcanada.com

ABOUT TAYLORMADE GOLF CANADA

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.



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