

Topgolf Expands in Alabama with New Huntsville Location

Topgolf joins the MidCity development to offer residents another option for entertainment

HUNTSVILLE, Ala., Jan. 12, 2017 /PRNewswire/ -- Global sports entertainment leader **Topgolf®** today officially confirmed Huntsville as its second location in Alabama. Topgolf will be located on the property being redeveloped into MidCity. Construction on the 53,000-square-foot venue begins in March, with an expected opening in late December 2017 or early January 2018.

"Topgolf is something truly unique to Huntsville, and we are excited for residents and visitors to be able to experience this entertainment concept in the Rocket City," said Huntsville Mayor Tommy Battle. "The project in MidCity fits well with our vision for a live, work, learn and play community. Everyone needs space to play, and Topgolf is a proven leader in sports entertainment."

Topgolf will create 325 full- and part-time jobs at this location. The new three-level venue will feature 1,500 square feet of private event space and 72 climate-controlled hitting bays that can host up to six players at one time.

The Topgolf games can be enjoyed by all ages and skill levels, and the microchipped golf balls score themselves, providing players with instant feedback on each shot's accuracy and distance. Each venue features climate-controlled hitting bays for year-round play, a chef-driven food and beverage menu, music, private rooms for corporate and social events, and hundreds of HDTVs.

"As the fastest-growing metro area in Alabama, Huntsville is a natural fit for our expansion in the state," said Topgolf Director of Real Estate Development Devin Charhon. "Adjacent to the venue sits the second largest research park in the country. Our placement within the community couldn't be more ideal, and we are excited to bring a new option for entertainment to the people of Huntsville."

Topgolf estimates it will serve approximately 300,000 visitors in its first year of operation. Nearly half of all Topgolf guests describe themselves as "non-golfers."

"The extreme positive impact of Topgolf's decision to join our MidCity project cannot be overstated," said Odie Fakhouri of RCP Companies, the development company behind the MidCity project. "Not only is Topgolf considered one of America's most exciting and entertaining experiences, it will result in a significant economic ripple effect. This venue makes all the difference in transforming a project into a destination. Our goal for MidCity is to create a progressive and thriving space that transforms the way residents, locals and visitors interact. Topgolf will be instrumental in bringing that vision to life."

Residents can track Topgolf's progress in Huntsville at [facebook.com/topgolfhuntsville](https://www.facebook.com/topgolfhuntsville) and @Topgolf on Twitter and Instagram.


About Topgolf

"Whose ball went farther?" That simple question, asked out of age-old sibling rivalry, motivated twin brothers Steve and Dave Jolliffe to invent the world's first microchipped golf ball. The ball was the genesis for Topgolf games in which players aim for giant dartboard-like targets on an outfield and get instant feedback on the accuracy and distance of their shots. Today, Topgolf is inspiring people of all ages and skill levels – even non-golfers – to come together for playful competition. Topgolf also brings interactive experiences to the community that facilitate shared moments and deep relationships through Topgolf U golf lessons, weekly leagues, The Topgolf Tour competition, KidZone parties, social and corporate team-building events, and the World Golf Tour (WGT) app. Each venue features high-tech, climate-controlled hitting bays for year-round comfort, delicious food and beverage, live events, music, hundreds of HDTVs and outstanding hospitality. With 31 venues entertaining 12.2 million Guests annually and the world's largest digital golf audience, Topgolf is creating the best times of your life both in-venue and online. To learn more about Topgolf, follow @Topgolf or visit www.topgolf.com.

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