

Topgolf Global Expansion Continuing with Dubai Location

Topgolf partnering with Dubai Golf to build venue at Emirates Golf Club

DALLAS and DUBAI, United Arab Emirates, Dec. 4, 2017 /PRNewswire/ -- Following its [Australia](#), [Canada](#) and [Mexico](#) expansion announcements, Dallas-based **Topgolf**® today revealed its new partnership with [Dubai Golf](#) to open a venue in the United Arab Emirates. The partnership signifies Topgolf's first location in the Middle East.

"Topgolf is an experience that can be universally enjoyed, and our global expansion is just getting started," said Topgolf Entertainment Group Co-Chairman and CEO [Erik Anderson](#). "No matter one's country of origin, gender or background, there is never a shortage of demand for a fun social activity complemented by great food, drinks and music. Topgolf is a place for everyone."

Scheduled to open in 2019, the Topgolf Dubai venue will be located in the heart of New Dubai at Emirates Golf Club. The Club is the home of the annual Omega Dubai Desert Classic, one of the flagship events on the European Tour, in addition to the Omega Dubai Ladies Classic, the season-ending Ladies European Tour event. The three-level venue will be 60,000 square feet and situated on approximately 12 acres of land.

Through the premium experience of play, food and music, Topgolf inspires people of all ages and skill levels – even non-golfers – to come together for playful competition. Guests can enjoy point-scoring golf games using microchipped balls that instantly score themselves, showing players the accuracy and distance of their shots on a TV screen in their hitting bay. Topgolf venues feature a chef-driven menu, top-shelf drinks, big screen TVs and music in climate-controlled hitting bays for all-seasons comfort. Year-round programming includes events for kids and families, social leagues, groups, golf tournaments and instruction.

Topgolf Dubai will closely resemble the Topgolf venues in the United States, with a stunning rooftop terrace offering spectacular views over the marina and city skyline. Dubai Golf, a leisure subsidiary of [wasl Asset Management Group](#), will manage the venue on a day-to-day basis working closely with Topgolf to ensure the culture, fun and excellent hospitality that are authentic to Topgolf are brought to the city.

"Since opening in 1988, Emirates Golf Club has remained at the forefront of golf development within the Middle East," said wasl Asset Management Chief Hospitality & Leisure Officer Mustafa Al Hashimi. "Throughout the past 30 years, we have continuously focused on innovation and investment in our facilities to ensure that we remain the leading golf destination in the region, and we are delighted to be bringing the Topgolf experience to the Club."

Dubai Golf CEO Christopher May added, "We are focused on expanding the reach of golf within the region, and Topgolf will bring an exciting and unique new way of enjoying the game to the residents and visitors of Dubai. We are looking forward to the opening of what will be a very exciting addition to Dubai Golf."

About Dubai Golf

Dubai Golf, a leisure subsidiary owned by wasl Asset Management Group, with its world-class golf courses and luxurious clubhouses, harbours some of the most spectacular locations for golf, events and entertainment in the Gulf. Dubai Golf's portfolio consists of the two most established golf resorts in the Middle East – Emirates Golf Club and Dubai Creek Golf & Yacht Club, plus Almouj Golf in Muscat, Oman. Dubai Golf manages an online tee time booking system for its three Dubai-based golf courses, as well as servicing a central reservations office that books golf at all the UAE golf courses.

About Emirates Golf Club

Emirates Golf Club, host of the European Tour Omega Dubai Desert Classic and Omega Dubai Ladies Classic, was the first all grass championship golf course in the Middle East when it opened in 1988. Taking pride in its 36 holes of world-class golf, the club sports two of the city's finest must-play courses, the Majlis and the Faldo Course, which is also the only 18-hole course in the region to offer night golf. Both courses combine the natural rolling desert terrain for a serious golfing test, while the signature clubhouse, remains the most eye-catching in the region. The Majlis Course has been presented with numerous accolades over its 30-year history, the most recent of which were its ranking by Golf World magazine as one of the 'Top 100 Golf Courses in the World' and

its award for 'Best Course Middle East' in the Asian Golf Monthly Awards.

About Topgolf


What started with twin brothers developing a technology to make golf scoring fun, has turned into a global brand focused on connecting people in meaningful ways. Today, Topgolf continues to blend technology and entertainment, golfers and non-golfers, children and adults – to create an experience that makes socializing a sport for everyone. No matter the occasion or who you share it with, we believe every great time starts with play, is fueled by food and beverage, moved by music and made possible through community. Every Topgolf venue features dozens of high-tech, climate-controlled hitting bays for year-round comfort, a chef-inspired menu for year-round deliciousness and hundreds of Associates eager to help create the moments that matter. With 37 venues entertaining more than 10.5 million Guests annually, original content shows, next-gen simulator lounges, competitive tours, pop-up social experiences and the world's largest digital golf audience, Topgolf is truly everyone's game. To learn more and view exclusive digital content, follow @Topgolf or visit www.topgolf.com.

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