

Topgolf Expands Executive Team to Further Drive Innovation and Growth

Topgolf Entertainment Group Co-Chairman and CEO Erik Anderson will become Executive Chairman; Dolf Berle is named new CEO of TEG and Topgolf USA

DALLAS, Dec. 22, 2017 /[PRNewswire](#)/ -- Global sports entertainment leader [Topgolf](#)[®] Entertainment Group today announced that its visionary [Erik Anderson](#) is reassuming the role of Executive Chairman beginning in January. Anderson will continue to lead the Topgolf vision, strategy and brand. Stepping into the role of CEO of TEG and Topgolf USA and joining the Board of Directors is Dolf Berle, who will co-lead strategy and have primary responsibility for the global P&L and leadership development.

"Our rapid growth, driven by our domestic venue business and the potential of [Topgolf International](#), [Topgolf Swing Suite](#) and [Toptracer](#), dramatically increases our operational complexity," said Anderson. "We want to scale our U.S. venue business efficiently while also focusing on our exciting growth initiatives. Leading our day-to-day business is a full-time job, and ensuring that our exponential growth strategy is realized is another. Dolf is highly regarded as an innovative leader with extensive experience managing successful, high-volume entertainment brands. Our partnership will be extremely collaborative as we continue building our global sports and entertainment community creating great times for all."

Berle's impressive career has included roles as President and COO of Dave & Buster's, President of Lucky Strike Lanes, COO at House of Blues and Executive Vice President of Hospitality and Division Head at ClubCorp. He also serves on the National Board of Directors for Topgolf partner Make-A-Wish[®].

"I have long admired Topgolf and feel personally drawn to its purpose to connect people in meaningful ways," Berle said. "I feel privileged to partner with Erik and join Topgolf's talented group of leaders who have built a remarkable culture and brand that I am excited to embrace."

Berle is the latest addition to the expanding TEG executive team and the second board member addition of 2017, following [Troy Alstead](#), former COO of Starbucks. TEG entertains a global audience through domestic and international entertainment venues, WGT Golf mobile games, original digital content, Topgolf Swing Suite lounges, driving ranges powered by Toptracer Range, Topgolf Crush pop-up social experiences and Topgolf Tour, the search for the world's greatest Topgolf team. TEG employs more than 14,000 associates

worldwide.

"Our executive team has never been stronger," said Anderson, whose investment in Topgolf dates to 2005 when the company opened its first U.S. venue in Alexandria, Va. "I could not be more optimistic about the future of Topgolf."

About Topgolf

Topgolf pioneered a technology to make golf more fun and engaging. It has since emerged as a global sports and entertainment community 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 39 venues entertaining more than 13 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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