

Topgolf Opens 50th Worldwide Venue in Pharr

Pharr venue expected to attract 300,000 visitors annually

MCALLEN, Texas, Nov. 12, 2018 /PRNewswire/ -- Global sports entertainment leader **Topgolf**[®] opens the doors to its first Rio Grande Valley location at 9 a.m. Friday in Pharr. The new three-level, 55,000-square-foot venue is the company's 50th location worldwide.

"It is such a privilege to open Topgolf's 50th worldwide venue right here in the Rio Grande Valley," said Topgolf Pharr Director of Operations Cliff Twiggs. "We are incredibly excited to finally open our doors to provide year-round entertainment to the local community here in Pharr."

Through the premium experience of play, food and beverage 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, flexible private event spaces 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.

The new Pharr venue is located at 1901 W. Interstate 2. More than 350 full- and part-time associates have been hired in advance of the opening.

Guests can enjoy new menu offerings, weekend brunch and other special events including a New Year's Eve Bash. For more information about the venue and upcoming events, visit topgolf.com/pharr, [facebook.com/topgolfpharr](https://www.facebook.com/topgolfpharr) or @Topgolf on Twitter and Instagram.

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. Topgolf is truly everyone's game, with 49 venues entertaining more than 13

million Guests annually, original content shows, next-gen simulator lounges through Topgolf Swing Suite, the global Topgolf Tour competition, pop-up social experiences like Topgolf Crush, Toptracer technology as seen on TV, and the world's largest digital golf audience. For more information about Topgolf, including corporate sponsorships, hospitality opportunities or to learn about and view exclusive digital content, please visit topgolf.com.

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