

Topgolf Opens First Venue in Louisiana

Baton Rouge location expected to attract 300,000 visitors annually

BATON ROUGE, La., Jan. 7, 2019 /PRNewswire/ -- Global sports entertainment leader **Topgolf®** opens the doors to its first Louisiana location at 9 a.m. Friday in Baton Rouge. The new three-level, 55,000-square-foot venue is the company's 52nd location worldwide.

"The excitement and energy here in Baton Rouge is off the charts and we are thrilled to open our first Louisiana venue in the heart of the state," said Topgolf Baton Rouge Director of Operations Blake Upchurch. "Topgolf is a place for everyone to create special memories with friends and families so we hope to have you out soon."

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 Baton Rouge venue is located at 10955 North Mall Drive. More than 350 full- and part-time associates have been hired in advance of the opening.

This winter, guests can enjoy new menu offerings, weekend brunch and other special events. For more information regarding the venue and upcoming events, please visit topgolf.com/batonrouge, facebook.com/batonrouge or @Topgolf on Instagram and Twitter.

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 51 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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