

# Topgolf Opens First Venue in South Carolina

Myrtle Beach venue expected to attract 300,000 visitors annually

MYRTLE BEACH, S.C., Feb. 25, 2019 /PRNewswire/ -- Global sports entertainment leader **Topgolf**® opens the doors to its first South Carolina location at 9 a.m. Friday in Myrtle Beach. The new three-level, 55,000-square-foot venue is the company's 53<sup>rd</sup> location worldwide.

"We are thrilled to finally open the doors to South Carolina's first Topgolf venue," said Topgolf Myrtle Beach Director of Operations Jeff Kowalski. "Topgolf is everyone's game and we are looking forward to serving the best possible experience for our guests."

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 Myrtle Beach venue is located at 2850 Robert M. Grissom Parkway. More than 350 full- and part-time associates have been hired in advance of the opening.

Guests can enjoy new menu offerings, weekend brunch, professional golf lessons and other special events at Topgolf Myrtle Beach. For more information about the venue and upcoming events, visit [topgolf.com/myrtlebeach](http://topgolf.com/myrtlebeach), [facebook.com/myrtlebeach](https://www.facebook.com/myrtlebeach) or @Topgolf on Twitter and Instagram.

## About Topgolf

Topgolf is a global sports entertainment community creating great times for all. With a worldwide fan base of nearly 100 million, Topgolf prides itself on its special blend of technology, entertainment, food and beverage and the inherent good that can be accomplished when a community of all walks of life comes together.

The first brand expression of this togetherness is a Topgolf venue. These multi-level complexes feature high-tech golf balls and gaming, climate-controlled hitting bays, renowned menu, hand-crafted cocktails, events, music and more. The 48 U.S. venues, along with four international venues, entertain more than 17 million Guests annually.

Beyond the venues, Topgolf fits seamlessly into the lives of our engaged community with emerging brands such as Topgolf Swing Suite, a luxury simulator experience; Toptracer, real-time tracking as seen on TV; Toptracer Range, bringing the tracing technology to driving ranges around the world; and WGT, the world's largest digital golf audience. As a growing lifestyle brand, Topgolf is discovering new ways to engage and delight our Guests through original content series, pop up social experiences like Topgolf Crush, and even through building music venues like The Cowan in Nashville.


To learn more and join the fun, follow @Topgolf or visit [www.topgolf.com](http://www.topgolf.com).

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