

ABOUT GOLF CHANNEL

Golf Channel launched on January 17, 1995, as the first single-sport cable network in the United States by golf icon Arnold Palmer and cable entrepreneur Joe Gibbs. Since then, the network has expanded its global reach and is now available in more than 200 million homes in 84 countries and 11 languages around the world.

In its first year on-air in 1995, Golf Channel televised 23 domestic tournaments and 41 European and Australian events. In 2007, the network – through a 15-year agreement – retained the rights to become the exclusive cable television home for PGA TOUR coverage on Thursday and Fridays, which has now expanded to all rounds in partnership with NBC and CBS. These steps were instrumental in helping Golf Channel provide more live tournament golf coverage than all other U.S. television networks combined in 2015.

Comcast in 2000 acquired sole ownership of Golf Channel, and in 2011 the network joined NBC Sports Group after Comcast acquired NBCUniversal. Since then, Golf Channel has scored its five best years ever and has increased ratings +57% and viewership +43% over that span. Also in 2015, Golf Channel continued as the No. 1 most-affluent ad-supported television network in both total day and primetime for the second consecutive year.

Golf Channel and NBC are home to the PGA TOUR, LPGA Tour, European Tour, Web.com Tour, PGA TOUR Champions, NCAA National Championships and a slate of other worldwide tours and events. Golf Channel's and NBC's coverage of marquee events include: The Players and FedExCup Playoffs on the PGA TOUR, The Open, Olympics, Ryder Cup, Presidents Cup and – beginning in 2016 – four of the five women's major championships along with the Solheim Cup and International Crown. Additionally, Golf Channel offers viewers the latest analysis and insight about the game's biggest stars through its dedicated News division, featuring daily programs, **Morning Drive** and **Golf Central**, along with the network's *Live From* programming, airing on-site from the game's biggest events. And through its slate of high-quality instruction programs, Golf Channel is helping viewers better enjoy the game and play more golf. And, Golf Channel's original productions division helps tell the stories of some of the game's most prominent figures, including the network's award-winning **Feherty** series, featuring NBC Sports Emmy-nominated personality David Feherty going one-on-one with guests across golf, sports, entertainment and politics. And, Golf Channel Films' award-winning, critically acclaimed long-form documentaries celebrate golf's biggest moments and icons of the sport.

In 2013, NBC Sports Group extended its multi-platform partnership with the PGA of America to be the exclusive U.S. broadcast partner of the biennial Ryder Cup through 2030. And in 2015, NBC Sports Group formed a 13-year partnership with the R&A to be the exclusive U.S. media partner of The Open (marking Golf Channel's first-time ever televising a men's major championship beginning in 2016), Ricoh Women's British Open, Senior Open Championship and other R&A events.

Golf Channel connects the world to golf through a wide array of digital and lifestyle offerings by increasing Golfership™ or – connecting fans and viewers to the game – through nearly 383 million touch points in 2015 across various platforms including: facilitating online tee times through **GolfNow**, the world's largest online tee time reservation platform and golf course technology partner; **GolfChannel.com**, which delivers unmatched coverage of the world of golf; **Golf Live Extra** and **NBC Sports Live Extra**, the 24/7 live streaming options for Golf Channel programming; **Golf Channel Mobile**, a comprehensive app featuring golf's latest headlines, scores and analysis; **GolfAdvisor.com**, the world's largest golf course ratings and reviews resource for golfers, by golfers; **Golf Channel Academy**, a North American network of instructional facilities, and **Golf Channel Amateur Tour**, the world's largest amateur golf tour.