

GOLF ACADEMY

Golf Channel Academy Releases Digital Magazine App



Orlando, Fla. (Jan. 21, 2016) -- Golf Channel Academy—the network of world-class coaches and teaching facilities committed to improving every golfer’s game—announces the release of an app that brings its proprietary digital publication, *Golf Channel Academy Magazine*, directly to smart phones and tablets.

The app’s launch coincides with the release of the January 2016 issue of *Golf Channel Academy Magazine*, the only digital publication devoted exclusively to golf instruction. The cover story of the new issue features Golf Channel Academy Lead Coach Mike Bender—the long-time swing coach of reigning British Open champion Zach Johnson—on the basics for creating an efficient, repeating swing.

Other stories in the new issue include a swing analysis of Rickie Fowler, a Q&A with three former National Teachers of the Year on what students should expect on a first lesson, an in-depth look at the signature move of LPGA great Annika Sorenstam (including video), and a column on managing expectations by performance expert Rick Jensen.

The new app is available for both iPhone and Android through the App and Google Play stores. Search “Golf Channel Academy Magazine” on both stores. The app optimizes the

reader's digital reading experience for smart phones and tablets with easily clickable videos, as well as other exclusive features. The app is available free of charge.

To view the current issue of *Golf Channel Academy Magazine*, go to golfchannelacademy.com/magazine, where it's also possible to download the app for either Apple or Android devices.

Golf Channel Academy currently has 68 locations in 25 states and Canada, making it one of the most expansive golf-instruction networks in North America. There are more than 200 lead and staff coaches, including 17 current members of *Golf Magazine's* "Top 100 Teachers" list and 49 members of *Golf Digest's* "Best Teachers in Your State" rankings. The Academy continues to grow, adding new facilities and coaches. For a full list of Golf Academy locations, go to www.golfchannelacademy.com.

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ABOUT GOLF CHANNEL ACADEMY

Golf Channel Academy is a dedicated network of teaching facilities and a hands-on extension of Golf Channel's *Golf Channel Academy* primetime instruction programming, with 68 locations in North America. Golf Channel Academy brings top teachers together and makes it easier for avid amateur golfers to experience the benefits of high-quality, personalized instruction from some of the game's most decorated coaches.

ABOUT GOLF CHANNEL:

Golf Channel is a multimedia, golf entertainment and services company based in Orlando, Fla. Serving the most-affluent audience in all of television, Golf Channel – co-founded by Arnold Palmer in 1995 and now part of NBC Sports Group – is available in more than 200 million homes in 84 countries and 11 languages around the world. Golf Channel features more live golf coverage than all other networks combined, including tournament action from the PGA TOUR, LPGA Tour, The Open Championship, Olympics, and Ryder Cup, as well as high-quality news, instruction and original programming. Golf Channel's digital platforms, headed by GolfChannel.com, are leading golf digital destinations, delivering unmatched coverage of the world of golf. Fans are able to enjoy 24/7 live streaming of Golf Channel content through Golf Live Extra and NBC Sports Live Extra and select programming is simulcast via SiriusXM's PGA TOUR Radio. In addition, Golf Channel connects the world to golf through a wide array of digital and lifestyle services including Golf Channel Mobile, a comprehensive app covering golf's latest headlines, scores and analysis; GolfNow, the world's largest online tee time booking platform and golf course technology partner, which includes the GolfNow Mobile App, featuring on-course GPS tracking, in-round scoring and game tracking; GolfAdvisor.com, the world's largest golf course ratings and review resource for golfers, by golfers; a North American network of Golf Channel Academy instructional facilities; and Golf Channel Am Tour, the world's largest amateur golf tour.

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