



TopGolf

Reinventing the game

TopGolf.com

Backgrounder

Founded in England in 1997, TopGolf opened its first U.S. location in Alexandria, Virginia in 2005, adding Chicago and Dallas in 2007. TopGolf is an entertainment facility that uses computer microchips embedded in regulation golf balls to create an interactive game for both the hard-core golfers and first-time golfers. The state-of-the-art software, invented in the UK, includes a handful of computer-assisted golf games in which players get points by hitting targets. Open year round, each TopGolf facility is a sports entertainment complex complete with a restaurant, bar, and, first class fitting experience. For more information on TopGolf, please visit TopGolf.com



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Timeline

1999: A group of friends in the United Kingdom discuss the possibility of outfitting a driving range with electronic targets to provide golfers with interactive feedback.

2000: The first TopGolf ball is created with a microchip embedded in the center, paving the way for dreams to become reality.

November 2000: The world welcomes the first TopGolf in Watford, North West London. Since then, the flagship center has welcomed more than 1.5 million visitors.

March 2004: A second center in Chigwell, East London is launched.

August 2005: Washington DC becomes home to the first TopGolf center in the US.

September 2005: TopGolf Surrey becomes the much-anticipated third center in the UK.

September 2007: Dallas is the first location to open in Texas. It has the largest capacity of all TopGolf centers and its success has been unprecedented.

October 2007: Chicago joins the growing portfolio of TopGolf facilities in the US.

July 2009: TopGolf buys the rights to the games and technology from World Golf Systems giving them full autonomy over research and development.



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Fast Facts

- If you lined up all the golf balls used in the TopGolf USA system, they stretch approximately 1.6 miles - longer than the Brooklyn Bridge (5,989 feet) and just shorter than Golden Gate Bridge (8981 feet, or 1.7 miles).
- If you weighed all the golf balls in the TopGolf USA system, it would be 6,075 pounds, or roughly as much as two Chevy Cavalier automobiles.
- If you hit every ball in the TopGolf USA system, it would take you nearly 750 hours - over 30 days and more than 3,000 games of TopGolf.
- The three TopGolf USA sites (Chicago, Dallas and Washington D.C.) dispensed 29,182,160 balls in 2008. That is more than the population of Sweden.
- Of those balls, roughly 46% (5,118,300) hit a target. That is approximately the same percentage of Greens in Regulation as PGA Tour Professional Brad Faxon.
- TopGolf Chicago dispensed 6,230,820 balls in 2008. That is 2.2 balls per resident of Chicago (Population: 2,836,658).
- If you lined up the balls dispensed by TopGolf Chicago in 2008 they would stretch for 165.21 miles – the equivalent of running the Chicago marathon 6.3 times.



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FAQ's

What is TopGolf?

TopGolf is a revolutionary new game in golf that utilizes breakthrough technology, allowing each ball to be personalized to each player, tracking each ball hit and providing instant feedback. Both golfers and non-golfers of all ages and skill level can play TopGolf with up to five people per hitting bay.

The TopGolf game itself is quite simple. Think of it almost like bowling or darts – but for golf! Just hit one of our quality golf balls, out into the range. If your ball lands in any one of the 11 recessed target greens located from 25 to 250 yards or more in distance, you will receive immediate feedback on the screen in your hitting bay. This monitor screen will visually show you exactly how far your ball was hit, and how close it came to the flagstick. These two components are then utilized to award a point value for each ball.

This ground-breaking technology allows you to compete against yourself or with up to four other players in your hitting bay, utilizing handicaps that are calculated for each player after only three games to ensure fair point scoring.

Is TopGolf virtual or a real driving range?

There is nothing virtual about it! TopGolf takes place at a full-size driving range with real clubs, real balls, and a landscaped 250+ yard outfield with real targets! TopGolf provides the ideal practice facility for both serious and aspiring golfers, with “real-time”, accurate feedback on shots.

Who invented TopGolf?

TopGolf was invented by World Golf Systems, a British company based just north of London. World Golf Systems has spent more than \$20 million and seven years developing, testing and perfecting the technology, systems and facilities behind TopGolf. In July of 2009 TopGolf bought the rights to the games and technology from World Golf Systems giving them full autonomy over research and development.



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What if I don't golf?

TopGolf is a fun way to learn golf! Anyone who can physically swing a golf club can play TopGolf. TopGolf is a fun, interactive and competitive experience that can be enjoyed by both experienced and beginner golfers. Also, our expert professional teaching staff frequently visits each hitting bay to offer free advice on how to hold and swing a golf club.

Do I need my own golf clubs?

Unlike driving ranges and golf courses, golf clubs are loaned to each customer free of charge. Men's, ladies and junior clubs are available, as well as left and right-handed sets.

Does the golf ball fly the same as a normal golf ball?

YES! TopGolf only uses official tour-quality golf balls as opposed to the lesser quality "range" balls found at most driving ranges. Extensive testing of the golf balls has proven that TopGolf's premium golf balls behave exactly the same as golf balls used by top golfers all over the world.

Are there games for more experienced golfers?

TopGolf is the flagship and most commonly played game. However, there are several other games that are designed to test and perfect your skill level and increase your enjoyment. Some of the additional games require players to hit at specific targets in a certain order – ideal for the serious golfer that wants to practice and receive valuable feedback using every club in the golf bag.



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Can I just hit balls and not keep score?

YES. Many of our more experienced customers like to play “TopPractice”, where no points are awarded but each shot is still monitored and exact yardage and pin placement are demonstrated on the computer screen – so you still receive valuable shot feedback without having to keep score.

How do the circular targets work?

The targets range from 25 to 250 yards. The more distant targets are 25 yards in diameter, the size of an average golf green. Each target is divided into several different subsections, each containing an ID Ball Scanner, which registers back to the appropriate computer monitor screen in the hitting bay every time a ball lands inside that section. TopGolf’s proprietary technology, ID Ball System, tracks each ball to the specific hitting bay and player.

Why do I need a Playing Card?

Each player requires a personalized TopGolf Playing Card in order to play. The Playing Card is a smart card which, when inserted into the ball dispensing machines, allows personalized balls to be dispensed, pre-programmed with the players’ details such as name and handicaps. In fact, you can retrieve every score and every shot you have hit at TopGolf to track your progress over time. If you purchase your TopGolf credits in advance, the TopGolf Playing Card also allows you to proceed directly to the hitting bays on your next visit.

Do you have “Buckets of Balls” Specials?

Yes, TopGolf offers competitively priced Bucket specials during the week. Please visit our website with pages for each specific TopGolf location for more information.



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Are the hitting areas inside or outside?

The hitting areas, or as we have named them “the hitting bays”, are outside but are all under cover and are sheltered from rain, snow, heavy winds and direct heat of the sun. They are heated during the winter and many are double heated, with heaters directly over the seating area for added comfort.

Do you serve alcoholic beverages?

Yes, along with our full service food offerings, a variety of your favorite beers, wines and liquors* are served at our bar/café and can be enjoyed in your hitting bays by customers over the legal age limit.

*Liquor not served at the Alexandria TopGolf location

Do you serve food and beverages in the hitting bays?

Yes, our TopGolf wait staff, more affectionately known as “caddies”, will take your order and deliver food and beverages directly to your hitting bay.

Do you have a private room for events and company outings?

Yes, TopGolf has private conference rooms and event space in each of its locations. For more information about event facilities and packages, visit the events page for your specific TopGolf location.

Can I bring my own food & beverages?

Outside food and beverages are not permitted on the premises, as a variety of food and beverages are available during all hours of operation.