

ADIDAS GOLF SIGNS ON AS OFFICIAL APPAREL AND HEADWEAR PARTNER OF GOLF CANADA'S NATIONAL TEAM PROGRAM

Team Canada athletes, coaches and sport science staff to wear adidas Golf performance products

Woodbridge, Ont. – Golf Canada and adidas Golf today announced an agreement that will see adidas Golf become the official apparel and headwear outfitter for Golf Canada's National Team Program.

The adidas Golf performance products will be worn by Team Canada athletes, coaches and sport science staff in training as well as during competition at domestic and international golf championships.

"We are honoured to be a part of the Team Canada program—supporting the next generation of elite Canadian golfers," said Lesley Hawkins, Brand Director for adidas Golf. "A key area of focus for adidas Golf is the growth of the game through the pyramid of influence, and Golf Canada has done a tremendous job connecting with these athletes. We're very excited to kick off the 2017 season together."

The partnership marks the second Golf Canada program to be supported by adidas Golf, who are also the official apparel partner of the Golf Fore the Cure program.

"The adidas mark is rooted in elite athlete performance and we are thrilled to have them align their brand with Team Canada as our official apparel outfitter," said Golf Canada interim chief executive officer Jeff Thompson. "Performance is the foundation of our partnership and the athletes and coaches are excited to train and compete in adidas Golf's leading edge competitive apparel."

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.

ABOUT CANADA'S NATIONAL AMATEUR TEAM PROGRAM

Canada's National Amateur Team program incorporates advanced coaching, sport science expertise, training camps and world-class competition. Golf Canada allocates over \$1.5 million of its resources annually to the National Team program, encompassing strength and conditioning, sports psychology, nutrition, biomechanics and technique development. Players who are selected to the National Amateur and National Developmental Teams represent Canada at six to 10 internationally-sanctioned golf competitions throughout the year. The intent of this comprehensive program is to aid Canada's top up-and-coming amateur players in all areas of their development, helping Canada produce the best golfers in the world. Team Canada, the pinnacle of Golf Canada's High Performance Program, provides access to world-class resources including coaching, nutrition, sport science, mental management, equipment and elite competitive opportunities. The program builds on the support team members have received in their development years from their family, member clubs, personal coaches, university programs and provincial golf associations. Golf Canada's High Performance Program and Team Canada are proudly supported by RBC, Canadian Pacific, adidas Golf, Titleist, FootJoy, ClubLink and Heritage Canada.

ABOUT ADIDAS GOLF CANADA

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

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