

LIBERTY CORNER, N.J., March 15, 2018 /PRNewswire/ -- Continuing a relationship that began in 1980, the USGA and Rolex have extended their partnership, assuring that together they will continue to steward some of golf's greatest moments for the long term.

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Through activation across broadcast, digital, social and emerging media, the USGA and Rolex will deliver new ways to promote and celebrate the game and its rich history.

"Rolex's support through nearly four decades has been instrumental in helping us drive the game forward," said Mike Davis, CEO/executive director of the USGA. "We are excited that the continuation of our partnership will expand our impact on golf around the world and elevate and celebrate our championships' iconic venues, legendary champions and signature moments in innovative ways."

This will be most clearly seen through the uninterrupted broadcast of multiple USGA championships. Beginning in 2018, Rolex will be the exclusive presenting partner of coverage for eight USGA championships on FOX Sports and FS1, including the U.S. Women's Open, the U.S. Senior Open and the U.S. Amateur. Rolex's commitment will ensure an uninterrupted broadcast of these events, providing golf fans hours of continuous live golf action as history unfolds.

"We are excited to further FOX Sports' commitment to innovative and immersive viewing experiences for our audiences, as well as targeted messaging for our partners," said Bruce Lefkowitz, executive VP of ad sales at Fox Networks Group. "These uninterrupted broadcasts give us the opportunity to innovate and differentiate our telecast, while capitalizing on the unique nature of the USGA championships to provide viewers with more live action and new perspectives on the golfers and championships."

The innovative format will allow FOX Sports and the USGA to deliver more golf content to fans around the world, while providing Rolex the opportunity to demonstrate their commitment to the amateur and professional game. Features and video vignettes highlighting signature moments, legendary champions, and the iconic venues that make up these championships will be seamlessly integrated to further entertain, engage and educate the audience.

With involvement at all levels of competition, Rolex has a longstanding and enduring relationship with the game of golf.

"Our deep commitment for over 50 years to championing the great game of golf and fostering individual excellence have hallmarked our USGA partnership, which stands as one of the longest and widest reaching," said Arnaud Boetsch, Rolex SA Director of Communication and Image. "We are proud to showcase the greatest moments in golf together and to foster our commitment to developing this great game for years to come."

During FOX Sports' presentation of the U.S. Open from Shinnecock Hills Golf Club in June, Rolex will present the final hour of coverage in this uninterrupted format and support a rich, interactive media history experience that will launch in April on usopen.com. The innovative digital destination will honor the history and legends of the game and further the celebration of all U.S. Open champions and the grand stages that identified them as the world's best players.

Rolex will also continue to serve as the lead partner for Rules of Golf content and remains committed to supporting the work being done to modernize the Rules of Golf globally.

The full USGA on FOX broadcast schedule, which will be released this spring, begins with coverage of the U.S. Women's Open Championship May 31-June 3.

"The winner in this partnership, ultimately, is the fan," said Davis. "Uninterrupted live golf coverage across eight of our championships is unprecedented. We are excited for the viewer to see the creativity of FOX Sports and be inspired by the stories that unfold across our championships."

About the USGA

The USGA celebrates, serves and advances the game of golf. Founded in 1894, we conduct many of golf's premier professional and amateur championships, including the U.S. Open and U.S. Women's Open. With The R&A, we govern the sport via a global set of playing, equipment and amateur status rules. Our operating jurisdiction for these governance functions is the United States, its territories and Mexico. The USGA Handicap System is utilized in more than 40 countries and our Course Rating System covers 95 percent of the world's golf courses, enabling all golfers to play on an equitable basis. The USGA campus in Liberty Corner, New Jersey, is home to the Association's Research and Test Center, where science and innovation are fueling a healthy and sustainable game for the future. The campus is also home to the USGA Golf Museum, where we honor the game by curating the world's most comprehensive archive of golf artifacts. To learn more, visit usga.org.

About Rolex

Rolex, the Swiss watch brand headquartered in Geneva, enjoys an unrivalled reputation for quality and expertise the world over. Its Oyster and Cellini watches, all certified as Superlative Chronometers for their precision, performance and reliability, are symbols of excellence, elegance and prestige. Founded by Hans Wilsdorf in 1905, the brand pioneered the development of the wristwatch and is at the origin of numerous major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism invented in 1931. Rolex has registered over 400 patents in the course of its history. A truly integrated and independent manufacturing company, Rolex designs, develops and produces in-house all the essential components of its watches, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet. Rolex is also actively involved in supporting the arts, sports, exploration, the spirit of enterprise, and the environment through a broad palette of sponsoring activities, as well as philanthropic programmes.

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