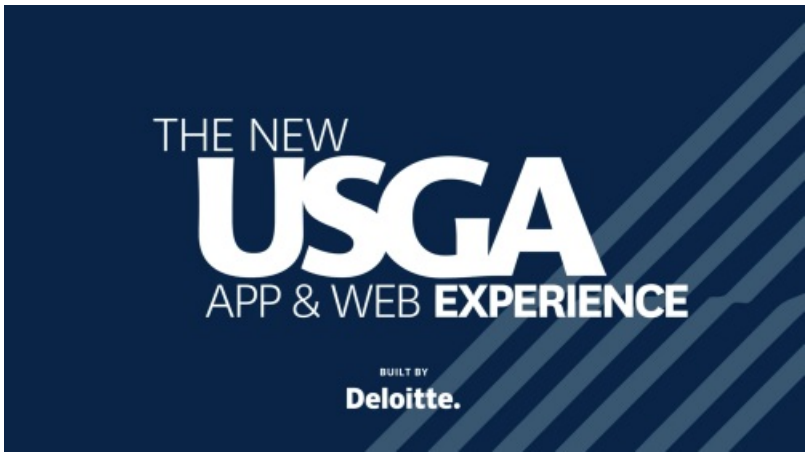


LIBERTY CORNER, N.J. (April 11, 2023) – The United States Golf Association (USGA) today announced the launch of the USGA App built by Deloitte, in conjunction with fully redesigned championship pages at usga.org. For the first time, the USGA App will feature live scoring and coverage of all 15 USGA championships through an elevated user experience that will provide a more engaging digital landscape for fans to immerse themselves in our national championships.

The USGA App built by Deloitte is an all-in-one destination for fans that offers an improved visual, immersive and intuitive experience. Deloitte has built a scalable foundation to support new features and innovations to bolster wall-to-wall content from USGA championships, such as shot-by-shot tracking, mobile ticketing and on-site GPS wayfinding. In addition, on-demand scorecard highlights for all televised shots of the U.S. Open, U.S. Women's Open, U.S. Senior Open and U.S. Senior Women's Open will be available in real time.

"Launching the USGA App and updating our website is a major milestone as we continue to build and strengthen our direct-to-consumer offerings," said Amanda Weiner, USGA managing director, Digital Media and Ticketing. "We are thrilled to deliver a reimagined product that will enhance and personalize the way fans engage with our championships year-round."

Highlights of the USGA App include:

Live Scoring & Tee Times – Stay up to date with live scoring and tee times as the action unfolds across all five U.S. Open championships, all 10 USGA amateur championships, and the Curtis Cup and the Walker Cup Matches, including hole-by-hole scoring for all rounds of amateur-championship match play.

Live Streaming – Catch Featured Groups and Featured Holes coverage during all four days of the U.S. Open from The Los Angeles Country Club and watch Featured Groups each day of the U.S. Women's Open at Pebble Beach Golf Links, no subscription or sign-in required.

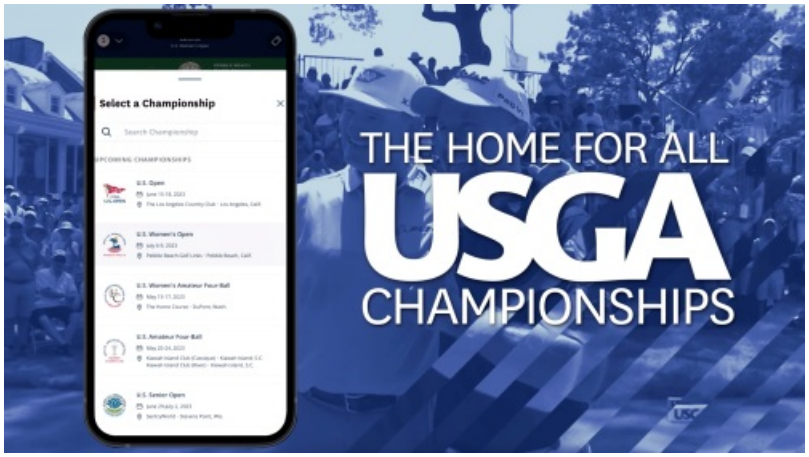
Scorecard Highlights – Every televised shot of the U.S. Open, U.S. Women's Open, U.S. Senior Open and U.S. Senior Women's Open can be watched, on demand, right within a player's scorecard, immediately after a hole is completed.

GPS Wayfinding – Fans will be able to access step-by-step directions to all holes, grandstands and amenities to enhance their experience at The Los Angeles Country Club and Pebble Beach, with routes updating as they walk.

Customized Alerts – Select your favorite players for the U.S. Open, U.S. Women's Open, U.S. Senior Open and U.S. Senior Women's Open, and get updates when they tee off, finish 9 holes, and complete their rounds. Fans can also activate leader alerts to receive an update whenever there is a change at the top of the leader board. Catching a championship in person? Activate On-Site Fan Alerts for exclusive updates, offers and more.

In-Depth Stats and Win Probability – Keep up with your favorite U.S. Open and U.S. Women's Open players as their chances of winning, finishing in the top 10 and making the cut change in real time. Get a detailed picture of how the world's best are performing with a full complement of player and course statistics.

Mobile Ticketing – Order, transfer and use your tickets for the U.S. Open, U.S. Women's Open, U.S. Senior Open, U.S. Senior Women's Open and U.S. Amateur directly within the USGA app. Fan accounts for each ticketholder make managing your tickets easy.



The USGA website redesign focuses on the association's championship pages by showcasing a clean and modernized look, displaying a greater synergy between web and mobile products. The revamped web pages present an upgraded user journey, including an improved mobile-friendly experience. The redesign also features an upgraded U.S. Women's Open (uswomensopen.com), elevating the experience to a first-in-class site with enhanced video capabilities, player bios and more.

"While golf is steeped in history, the USGA is helping the sport evolve in meaningful ways on the course and beyond it," said Tom Marriott, marketing excellence leader, and principal, Deloitte Consulting LLP. "Our collaboration with the USGA is focused on innovating for the future of the game, from strategy work to digital fan engagement. We're excited to play a role in elevating the experience for those who attend, watch, play, or follow golf and the USGA's storied championships."

Deloitte has served as a trusted advisor to the USGA since 2014, helping this leading golf organization pursue its mission and use emerging technologies to enhance the fan experience. Deloitte and the USGA are also proud to announce a renewed multi-year sponsorship agreement and expanded professional services relationship. As part of the renewal, Deloitte will continue as the Official Digital Transformation Provider of the USGA and U.S. Open Championships.

The USGA App is now available for iPhone and Android users.

About the USGA

The USGA is a nonprofit organization that 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, handicapping and amateur status rules. 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 Deloitte

*Please see www.deloitte.com/us/about for a detailed description of their legal structure.

For further information: Jonathan Coe, USGA Communications, jcoe@usga.org

---

https://mediacenter.usga.org/press-releases?item=123009