

LIBERTY CORNER, N.J. (Oct. 28, 2025) – GOLFZON, the global market leader in golf simulator technology, and the USGA today announced a multi-year partnership, making GOLFZON the Official Indoor Golf Simulator of two of golf's most notable championships, the U.S. Open and U.S. Women's Open Presented by Ally. The newly launched national partnership will debut during the USGA's 2026 championship season, beginning at the U.S. Women's Open, set to be played at the iconic Riviera Country Club, in Pacific Palisades, Calif.

Since GOLFZON's inception in 2000, the brand's mission has been to make golf more fun and accessible with industry-leading technology that delivers the most realistic indoor golf experience. Key benefits of the partnership will include:

On-Site Integration of Championship Fan Experiences: With GOLFZON, fans and hospitality guests will be able to test their skills while earning prizes with interactive best-in-class indoor golf simulators onsite at the U.S. Open and U.S. Women's Open.

Collaborative Support of the GOLFZON Tour: The USGA will provide support for the GOLFZON Tour, which features teams from major cities across the country competing against one another in real-time via GOLFZON's Network Play function, culminating in a championship match where the top teams will face off for a \$300,000 grand prize. The USGA will collaborate with GOLFZON to create a co-branded event to be integrated within the tour.

"We're thrilled to partner with GOLFZON to bring our fans and hospitality guests a world-class indoor golf simulator experience that perfectly complements what fans have come to expect at our national championships," said Jon Podany, chief commercial officer at the USGA. "GOLFZON's on-site presence will elevate the fan experience and deliver added value to our hospitality clients. This partnership is another step forward in providing our fans the best experience in golf."

Based in Seoul, South Korea, GOLFZON has over 20 years of experience developing the world's most advanced golf simulators with nearly 13,000 locations worldwide and over 100 million shots taken on GOLFZON simulators last year. With technology at its core, the company holds over 378 patents for its award-winning simulators and continues to file new patents annually, establishing GOLFZON's global leadership position.

"It's a privilege to partner with the USGA to bring GOLFZON's immersive simulators on-site to the prestigious U.S. Open and U.S. Women's Open," said Sean Pyun, CEO, GOLFZON America. "Those attending these events will have a unique opportunity to experience our industry-leading simulator technology, including the GOLFZON Motion Plate, a 64-directional moving swing plate which allows players to hit from 56,000 distinct lies, while testing their skills on historic and upcoming USGA venues."

Simulator golf participation in the U.S. has surged from 3.6 million five years ago to 8.1 million users in 2024, according to The National Golf Foundation, reflecting a rising demand for immersive indoor golf experiences.

For further information: Jonathan Coe; jcoe@usga.org; (860) 248-5556

"We're thrilled to partner with GOLFZON to bring our fans and hospitality guests a world-class indoor golf simulator experience that perfectly complements what fans have come to expect at our national championships," said Jon Podany, chief commercial officer at the USGA. "GOLFZON's on-site presence will elevate the fan experience and deliver added value to our hospitality clients. This partnership is another step forward in providing our fans the best experience in golf."