



**S C O R E B A N D**

## **ScoreBand Tees it Up with PGA TOUR Pro Graham DeLaet**

*DeLaet to become Global Ambassador for ScoreBand's Brand & Marketing Campaign*

**CHARLESTON, SC (April 13, 2016)** – US-based sporting goods company ScoreBand announced today its partnership with PGA TOUR professional Graham DeLaet. The relationship will see DeLaet become a global ambassador for the company, endorsing its wearable wrist technology and laser rangefinder product lines.

With its current portfolio of products along with a new line of GPS and smart watches launching in Spring 2016, ScoreBand provides athletes with easy access to technology to enhance their enjoyment of the game.

"We are incredibly excited to have Graham join the ScoreBand team," said ScoreBand president, Jody Murdough. "Graham's energy, passion and outgoing personality embody who we are as a company, which makes him the perfect ambassador for our brand and products."

DeLaet is known to be one of golf's best ball strikers, while also possessing one of the game's most colorful personalities on and off the course. To kick off the 2016 PGA TOUR season, DeLaet has already recorded two Top-10 results, and is poised to represent Canada for golf at the 2016 Olympic Games in Rio. He had his breakthrough year on the PGA TOUR in 2013, placing 8th in the FedExCup Playoffs, and ending the year with a strong performance in his first Presidents Cup International team appearance.

DeLaet and his wife also formed the Graham and Ruby DeLaet Foundation in 2014, to act as the umbrella brand for their charitable efforts internationally. In late 2015, the Foundation became the host organization of Mackenzie Tour-PGA TOUR Canada's SIGA Dakota Dunes Open, held in DeLaet's home province of Saskatchewan. As part of the new event structure, DeLaet will integrate his annual charity celebrity exhibition match into the Monday of tournament week.

In addition to DeLaet becoming an international spokesperson for ScoreBand, the partnership will also see the company invest in DeLaet's event, the SIGA Dakota Dunes Open and Graham Slam.

"It's an honor to become a global ambassador for ScoreBand," said Graham DeLaet. "Not only are they a company that helps athletes at all levels get more enjoyment out of their game, but their culture and team shares the same attitude I bring to the golf course each day."

The company will also leverage its association with the golf star in order to gain access to the everyday golfer and golf fan through DeLaet's growing fan base, as well as the objective to start distributing its top-tier sport and lifestyle technology products in Canada.

### **About ScoreBand**

ScoreBand® is a Charleston, SC-based company specializing in product development for the sporting goods industry. ScoreBand launched in 2011 to help recreational athletes play more focused and have more fun through technology innovations. ScoreBand provides a full product line including the top-selling ScoreBand Pulse laser rangefinder, the streamlined scorekeeping watch the ScoreBand Play as well as a fresh line of GPS and smart watches launching in Spring 2016. For more information about ScoreBand® visit <http://www.scoreband.net/>

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