

WarnerMedia Announces Pricing and Distribution Partnerships For Capital One's The Match: Tiger vs. Phil

Thursday, October 25, 2018

Blockbuster Pay Per View Event - Produced by Turner Sports - to Tee Off Friday, Nov. 23, at 3 p.m. (EST)/Noon (PST) With a Suggested Retail Price of \$19.99

PPV Event Reflects New AT&T Combined Resources, Available Through Turner's B/R Live, AT&T's DIRECTV, U-verse and Other TV Providers

WarnerMedia's Turner will present *Capital One's The Match: Tiger vs. Phil*, a highly-anticipated, head-to-head match play competition between golf icons Tiger Woods and Phil Mickelson on **Friday, Nov. 23**, beginning at **high noon PT (3 p.m. ET)**. The pay-per-view event, hosted by MGM Resorts International at Shadow Creek in Las Vegas, will be widely distributed on PPV with a suggested retail price of **\$19.99**.

[Capital One's The Match: Tiger vs. Phil](#) will be available on PPV through Turner's **B/R Live, AT&T's DIRECTV** and **AT&T U-verse**. The PPV will be distributed to other cable, satellite and telco operators including **Comcast, Charter, Cox, Verizon** and **Altice** in the U.S. and **Rogers, Shaw** and **Bell** in Canada through **iNDEMAND** and **Vubiquity** (an Amdocs Company). Turner International will facilitate the distribution of live PPV access outside the U.S. and Canada.

Turner Sports is producing all live event coverage while also serving as the exclusive sales and sponsorship partner, in conjunction with Excel Sports Management and Lagardère Sports. As title sponsor, **Capital One** will collaborate with **Turner Sports** and **Turner Ignite Sports** on a number of digital and broadcast integrations leading up to and during the live pay-per-view event and will have cardholder access opportunities for the event as well. Details will be released leading up to the event on how Capital One cardholders may receive a one-time discount for 25% off B/R Live. Additionally, Capital One is the official bank and credit card of *Capital One's The Match: Tiger vs. Phil*, as well as the preferred payment card on B/R Live.

AT&T is the official 4K sponsor of *The Match*, which will be broadcast on DIRECTV's 4K live event channel 106*. In addition to live pay-per-view event coverage, accompanying content will be distributed across wide-ranging Turner, WarnerMedia and AT&T platforms including:

- **Bleacher Report** and its wildly-popular **House of Highlights**, which recently surpassed 10 million followers on Instagram, will offer comprehensive highlights and behind-the-scenes content;
- **HBO Sports** and its groundbreaking 18-time Sports Emmy® Award-winning **24/7** reality franchise will capture all the excitement leading up to the match;

- Turner's **TNT** will also televise programming with select content from the event in the weeks following the live competition.

B/B/R Live, Turner's new premium live sports streaming service, will offer the most direct access to purchase the PPV event across any digital platform. B/R Live is available at <https://live.bleacherreport.com>; by downloading the B/R Live app through iTunes or Google Play; and/or via Apple TV, the Roku platform and Amazon Fire TV.

As previously announced, the winner of this blockbuster, winner-take-all showdown between two golf legends will walk away with \$9 million. During the live event competition, both Woods and Mickelson will selectively make side challenges against one another. For instance, Woods or Mickelson could raise the stakes by challenging the other to a long-drive, closest-to-the-pin or similar competition during a hole as they play their match, with money being donated to the winning golfer's charity of choice.

Turner Sports and its Turner Ignite Sports is simultaneously working closely with additional marketing partners to elevate their brands within this once-in-a-lifetime opportunity, tapping into award-winning live events, experiential and creative marketing solutions. As associate sponsor, **Audi** will serve as the official automotive partner for *Capital One's The Match: Tiger vs. Phil*. Along with having on-air and on-course signage, the auto brand will host the Audi Driving Range and will have a variety of vehicles on display for attendees. **AT&T** is also sponsoring the event, serving as the official wireless and data services partner and will present drone course coverage for the first time at Shadow Creek.

The media rights agreement with Turner was completed in partnership between CAA Sports, Excel Sports Management and Lagardère Sports. **Excel** and **Lagardère Sports**, who represent Woods and Mickelson respectively, are also the event organizers for *The Match*. Broadcast talent and other event specifics for *Capital One's The Match: Tiger vs. Phil* will be announced in the coming weeks.

About Turner

[Turner](#), a WarnerMedia company, is a global entertainment, sports and news company that

creates premium content and delivers exceptional experiences to fans whenever and wherever they consume content. These efforts are fueled by data-driven insights and industry-leading technology. Turner owns and operates some of the most valuable brands in the world, including [Adult Swim](#), [Bleacher Report](#), [Boomerang](#), [Cartoon Network](#), [CNN](#), [ELEAGUE](#), [FilmStruck](#), [Great Big Story](#), [HLN](#), [iStreamPlanet](#), [TBS](#), [Turner Classic Movies \(TCM\)](#), [TNT](#), [truTV](#) and [Turner Sports](#).

About Turner Sports

Turner Sports, a division of Turner, is an industry leader in the delivery of premium sports content across all multimedia screens. Turner Sports' television coverage includes the NBA, Major League Baseball, NCAA Division I Men's Basketball Championship, *ELEAGUE* and professional golf, along with the UEFA Champions League and UEFA Europa League. The company also manages some of the most popular sports destinations across digital and social platforms including Bleacher Report and its top-rated app, [NCAA.com](#) and the critically-acclaimed NCAA March Madness Live suite of products, [PGA.com](#) and the Sports Emmy Award-winning PGA Championship LIVE, as well as an accompanying collection of mobile sites and connected device apps. Turner Sports and the NBA jointly manage NBA Digital, a robust collection of offerings including NBA TV, [NBA.com](#), NBA LEAGUE PASS, the NBA App and [NBAGLEAGUE.com](#). Turner Sports recently launched B/R Live, a premium live streaming sports platform that serves as the central hub for both the discovery and consumption of live sports content. The new streaming service allows fans to find and watch their favorite sports content anywhere, anytime and on the screen of their choice.

Visit the Turner Sports [online press room](#) for additional press materials; follow Turner Sports on Twitter at [@TurnerSportsPR](#).

About Capital One

Capital One Financial Corporation ([www.capitalone.com](#)) is a financial holding company whose subsidiaries, which include Capital One, N.A., and Capital One Bank (USA), N.A., had \$248.2 billion in deposits and \$364.0 billion in total assets as of June 30, 2018. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses, and commercial clients through a variety of channels. Capital One, N.A. has branches located primarily in New York, Louisiana, Texas, Maryland, Virginia, New Jersey, and the District of Columbia. A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 100 index.

About Audi of America

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury

vehicles. AUDI AG is among the most successful luxury automotive brands, delivering about 1.878 million vehicles globally in 2017. In the U.S., Audi of America sold nearly 227,000 vehicles in 2017 and broke all-time company sales records for the eighth straight year. Visit audiusa.com or media.audiusa.com for more information regarding Audi vehicles and business topics.

About AT&T

AT&T Inc. (NYSE:T) is a diversified, global leader in telecommunications, media and entertainment, and technology. It executes in the market under four operating units. WarnerMedia's HBO, Turner and Warner Bros. divisions are world leaders in creating premium content, operate the world's largest TV and film studio, and own a world-class library of entertainment. AT&T Communications provides more than 100 million U.S. consumers with entertainment and communications experiences across TV, mobile and broadband services. Plus, it serves more than 3 million business customers with high-speed, highly secure connectivity and smart solutions. AT&T Latin America provides pay-TV services across 11 countries and territories in Latin America and the Caribbean, and is the fastest growing wireless provider in Mexico, serving consumers and businesses. AT&T ad and analytics provides marketers with innovative, targeted, data-driven advertising solutions around premium video content.

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About MGM Resorts International

MGM Resorts International (NYSE: MGM) is an S&P 500® global entertainment company with national and international locations featuring best-in-class hotels and casinos, state-of-the-art meetings and conference spaces, incredible live and theatrical entertainment experiences, and an extensive array of restaurant, nightlife and retail offerings. MGM Resorts creates immersive, iconic experiences through its suite of Las Vegas-inspired brands. The MGM Resorts portfolio encompasses 28 unique hotel offerings including some of the most recognizable resort brands in the industry. Expanding throughout the U.S. and around the world, the company in 2018 opened MGM COTAI in Macau and the first Bellagio-branded hotel in Shanghai. It also is developing MGM Springfield in Massachusetts. The 78,000 global employees of MGM Resorts are proud of their company for being recognized as one of

FORTUNE® Magazine's World's Most Admired Companies®. For more information visit us at www.mgmresorts.com.

About Shadow Creek

Shadow Creek, one of the country's most exclusive golf courses, has earned perennial top rankings among Golf Week and Golf Digest magazine's public courses and has been designated the best golf course in the world in a Robb Report's "Best of the Best" issue. Located in the midst of the Nevada desert on the outskirts of Las Vegas, Shadow Creek continues to achieve national recognition and the kind of startling mystique reserved for only a select number of golf courses. Designed by renowned architect Tom Fazio, Shadow Creek is known for its natural beauty, rolling terrain, glistening brooks and ponds, lush gardens and mature trees. The visual elements, spectacular waterfalls and course design lend to astonishing views.

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** 4K format, with high dynamic range, available at \$29.99 for PPV of The Match. 4K compatible equipment, minimum programming, 4K account authorization and professional installation required. Other conditions apply.*