
B/R Live Launches Custom Predictive Game – “Pick ‘Em Challenge” – Exclusively for Capital One’s The Match: Tiger vs. Phil

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To view downloadable images of the Pick ‘Em Challenge, click [here](#).

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Exclusively for Capital One’s The Match: Tiger vs. Phil
Trivia Game to Provide Participants with Opportunity to Compete
to Win \$1 Million Dollars with Perfect Score**

Turner announced today the launch of B/R Live’s “Pick ‘Em Challenge” – a predictive trivia game for *Capital One’s The Match: Tiger vs. Phil*. *The Match* is the highly-anticipated, head-to-head match play competition between golf icons Tiger Woods and Phil Mickelson – [available on pay-per-view through Turner’s B/R Live, AT&T’s DIRECTV and AT&T U-verse and other pay TV providers](#) – **Friday, Nov. 23 at high noon PT (3 p.m. ET)**.

B/R Live’s “Pick ‘Em Challenge” available now – [via B/R Live website, desktop, tablet and mobile devices](#) – is free to play and will provide users a chance to make picks in real time or prior to the start of the pay-per-view event to predict the outcome of each hole for a chance to win. Players can also earn bonus points by having “streaks” of correct answers. The overall points winner will get an **all-expense paid trip to Las Vegas** and, if a participant makes every prediction accurately, they will win the **ultimate prize of \$1 million dollars.****

For each question, “Pick ‘Em” will present players with an overview, tips and photos of the hole to help them accurately make their selection. Players will have 60 seconds after the completion of each hole to lock in their prediction for the next hole.

As previously announced, [Capital One’s The Match: Tiger vs. Phil](#) will be available on PPV through Turner’s **B/R Live** ([available now](#) for purchase), AT&T’s **DIRECTV** and **AT&T U-verse** with a suggested retail price of \$19.99. The PPV event 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 **In Demand** and **Vubiquity** (an Amdocs Company). AT&T is the official 4K sponsor of *The Match*, which will also be broadcast in 4K High Dynamic Range (HDR) on DIRECTV channel 106 for \$29.99*. Turner International will facilitate the distribution of live PPV access outside the U.S. and Canada.

In addition to live pay-per-view event coverage, accompanying content will be distributed across wide-ranging Turner, WarnerMedia and AT&T platforms including:

- **HBO Sports** and its groundbreaking 18-time Sports Emmy ® Award-winning **24/7** reality franchise capturing all the excitement leading up to the match (debuted Nov. 13; currently available on VOD);

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

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*.

**Limited programming available. 4K HDR compatible equipment, minimum programming, 4K account authorization and professional installation required. If 4K TV does not support HDR, content will be viewable in standard 4K. Other conditions apply.*

***NO PURCHASE NECESSARY. Promotion Registration Period begins at 12:00 PM ET on 11/16/18 and ends 11/23/18. In order to be eligible to win the Grand Prize, an Entrant must complete registration and select the winner of the first hole by 3:00 PM ET which is prior to the start of the of Capital One's The Match: Tiger vs. Phil. Open only to legal residents of the 50 US/DC, 18+ years of age. Click [here](#) for Official Rules and complete details, including how to enter, prize details, and restrictions. Void where prohibited. Sponsor: Bleacher Report, Inc.*

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 \$247.2 billion in deposits and \$362.9 billion in total assets as of September 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 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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