



## **Back9Network Announces the Launch of its Official Website - back9network.com - the Preeminent Site for Golf Lifestyle Content**

*Site's Content to Serve the Global Golf Consumer through Lifestyle, Travel, Golf Gear and News from Top Writers and Contributors, Home to Exclusive First-Run Back9Network Series Episodes*

**HARTFORD, CONN., APRIL 2, 2012:** Back9Network continues its charge up the fairway in its quest to become golf's preeminent global source for lifestyle content with the announcement today of the launch of its official Website; [www.back9network.com](http://www.back9network.com). The site is an important step in Back9's mission of serving the global golf fan via television, the internet and their mobile devices with fun and entertaining content that focuses on lifestyle, travel, gear and the latest news from the course through exclusive videos, images and features. Back9Network.com will also house its growing library of original programming on the site, with first-run episodes airing in real-time.

"The site is a significant component to our multi-platform strategy on how to best serve a large sector of golf fans that has gone largely ignored; the over 100 million people globally who live, play and love the exciting and hip world that surrounds golf lifestyle," said **James L. Bosworth, CEO of Back9Network**. "As we continue our development of a television network that will launch later this year, the site is a natural extension of our brand; engaging and entertaining a diverse younger demographic of fans unlike any other, which we are sure will be the talk of the water cooler, locker room and Back 9's around the world."

Fans can also continue to follow Back9 on its official blog ([www.back9nation.com](http://www.back9nation.com)), with content focusing more on behind the scenes network developments and news, or via Twitter (@Back9Network) and/or Facebook at (Back9Network).

*Some of Back9Network.com's content will include:*

- **SPECIAL SERIES:**
  - Features from LPGA star/model **Anna Rawson, (You're So Money)**,
  - Fitness videos and a weekly Q&A column from golfer/model/personal trainer **Sophie Horn**, dubbed "The Sexiest Female Golfer in the World" by GQ Magazine and Sports Illustrated
  - A humorous look at golf from comedian/actor **Jackie Flynn (Lucky Me)**
  - "Into The Mystic with **Matt Adams**," a guide to the best courses around the world from the NY Times best-selling author and Back9Network host
- **TRAVEL:** Weekly International Travel features and photo essays spotlighting unique and exclusive golf destinations
- **BUSINESS:** Business of Golf contributions from **Steve Sellery**, brand strategist and former Director of Sports Marketing at The Golf Channel
- **FASHION:** The latest news in Golf Fashion from **Mike McAllister**, founder of the popular golf blog [www.chapeauoirgolf.com/](http://www.chapeauoirgolf.com/)
- **GEAR:** The site will feature a variety of exclusive videos highlighting the top golf brands and latest on golf's hottest equipment, apparel and apps
- **Access to full episodes of Back9Network's original series including:**
  - **The Scorecard:** The net's daily fusion of news, sports and pop culture from the world of golf

- **Extreme Golf:** Celebrities and athletes go head-to-head on the wildest golf holes imaginable.
- **You're So Money:** Rawson goes around the globe to go one-on-one with athletes, celebrities and noted business leaders who have successfully combined their professional and personal passions to live the golf lifestyle.
- **Lucky Me with Jackie Flynn:** Comedian/actor Flynn takes his blue-collar, wise-guy attitude to the fanciest golf courses in the world.
- **Hole Lotta Love:** Bachelors and bachelorettes try to find true love on the links as they play with three dates, eliminating one each hole until a winner for a final fantasy date is chosen.
- **Beer Cart Girl:** An episodic comedy starring the beer cart girl at a local, mediocre public course. Home from college for the summer, hilarity ensues as she deals with golfers of all kinds and a motley staff at the course.

Back9Network.com's digital platform is **powered by NeuLion**, the true end-to-end technology service provider for delivering live and on-demand content to any Internet-enabled device. NeuLion has a dominant foothold in the digital sports market with premier sports services for the National Hockey League (NHL), National Basketball Association (NBA), Major League Soccer (MLS), Ultimate Fighting Championship (UFC) and the Whistle, a content provider focused exclusively on sports programming tailored to kids.

As previously announced, legendary actor, producer and director **Clint Eastwood** serves as Chairman of Back9Network's Creative Committee. The network's impressive Board of Directors includes **Ray Allen**, 10-time NBA All-Star and World Champion, **Paul J. Spengler**, EVP of Pebble Beach Company, **Michael Michigami**, President of MMM Business Advisory Services, **Jim D. Wehr**, President and Chief Executive Office of The Phoenix Companies, Inc., **Greg Hopkins**, CEO of Cleveland Golf/Srixon and Executive Director of SRI Sports Ltd., and **Paul Pendergast**, VP of Institutional Advancement at the University of Connecticut.

**Back9Network** will be the premier multimedia lifestyle and entertainment destination for golf fans globally. It is being constructed on a state-of-the-art, multi-platform digital system, providing simultaneous distribution over the Internet and mobile devices. As much a lifestyle network as a sports channel, Back9 will differ from its competitors by focusing on the intrinsic "story" of the sport and examining the players and the world in which golf resides. The network plans to be broadcasting by early 2013. For further information, visit [www.back9network.com](http://www.back9network.com) or direct correspondence to 30 Lewis Street, Hartford, Connecticut 06103. Call 860-560-7671.

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