SWINGMATCH GOLF ANNOUNCES U.S. EXPANSION AND SWINGMATCH GOLF ACADEMY DEBUT AT 2027 PGA SHOW

Orlando, FL | January 26–29, 2027

EDMONTON, Alberta (November 2, 2026) **–** SwingMatch Golf Inc., an Edmonton-based golf technology company, officially announced its upcoming U.S. expansion and the debut of SwingMatch Golf Academy at the 2027 PGA Show, January 26–29, at the Orange County Convention Center in Orlando, Florida. Exhibiting at booth 4318, SwingMatch will showcase its new facility-focused platform, designed to help golf facilities grow instruction revenue while reducing the administrative work associated with managing their teaching programs.

SwingMatch Golf Academy brings a facility's entire teaching team together on one branded digital storefront. Golfers can discover coaches and submit paid lesson requests in seconds, while SwingMatch Golf's public marketplace extends that reach beyond the facility, connecting instructors with golfers actively searching for instruction.

“Golf facilities have spent decades finding ways to sell more rounds, but instruction is often left to individual coaches to manage on their own. Having worked in instruction myself, I've seen how easily opportunities can be lost between a golfer's first inquiry and a booked lesson. We built SwingMatch Golf Academy to help facilities turn more of that interest into revenue, while giving coaches more time to focus on teaching. We're excited to bring Academy to the PGA Show and demonstrate how facilities and their instructors can grow their businesses together."
— Chris Otto, CEO, SwingMatch Golf Inc.

For facilities, Academy introduces flexible revenue sharing, allowing clubs to define their share of lesson revenue for individual instructors. Online payments are automatically split between the facility and its teaching professionals, simplifying financial administration and giving clubs greater visibility into their instruction business.

The PGA Show, organized by Reed Exhibitions (RX) and the PGA of America, is the golf industry’s leading global business gathering, bringing together more than 30,000 PGA of America Golf Professionals, manufacturers, retailers, facility operators and industry leaders to discover new products and innovations, exchange expertise, gain business insights and build connections across the industry. The 74th PGA Show, held Jan. 26-29, 2027, features more than 1,150 participating brands across 1.1 million square feet of the Orange County Convention Center in Orlando. The industry-only event is exclusively open to industry professionals. Visit PGAShow.com for event details and registration.

About SwingMatch Golf
Founded in Edmonton, Alberta, Canada, SwingMatch is a golf instruction software platform designed to help teaching professionals attract students, manage lessons and grow their businesses. The platform combines a public instructor marketplace with online booking, payments, student management and communication tools. SwingMatch Golf Academy extends these capabilities to golf facilities, providing centralized instructor discovery, branded booking and automated revenue sharing.

Visit swingmatchgolf.com for more information.

About PGA Golf Exhibitions

The PGA Show and PGA Buying Summit - Frisco are organized by PGA Golf Exhibitions (part of RX) and the PGA of America. Since its inception in 1954, the PGA Show has grown into the largest annual business event for the global golf industry. Both the PGA Show and the midseason PGA Buying Summit drive the golf business by providing opportunities to showcase and source innovative products, develop professional networks, learn new business strategies and connect with peers and golf leaders. Learn more at PGAShow.com and follow us on X, Instagram and Facebook.

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CONTACT INFORMATION:

SwingMatch Golf Inc.: Nick Desanko, (780) 267-2500, nickdesanko@swingmatch.ca
PGA Show: Sherry Major, (305) 318-5208, sherry.major@rxglobal.com