NEWS RELEASE

Cisco Announces Six PGA TOUR and LPGA Tour Players as Global Brand Ambassadors

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Cisco today announced partnerships with six professional golfers on the PGA TOUR and LPGA Tour to serve as global brand ambassadors for the company. Together with current ambassador and PGA TOUR rookie Maverick McNealy, Chez Reavie, Keith Mitchell, Viktor Hovland, Danielle Kang, Nelly Korda and Jessica Korda will comprise one of the largest and most diverse rosters of brand ambassadors in the sport. These athletes share Cisco's commitment and vision for growing the game and inspiring a new generation of golf fans and players through innovation and technology.

Reavie and Mitchell are both coming off strong 2019 seasons in which they each captured one title – Travelers Championship and Honda Classic, respectively – highlighting career-best years for both players. Kang – currently ranked No. 4 in the Rolex World Golf Rankings – also won in 2019, capturing her second straight victory at the Buick LPGA Shanghai. Hovland built on his performances as low amateur at both the Masters Tournament and the U.S. Open this past year to power him to a full PGA TOUR card for the new season. Nelly Korda is currently the third-ranked golfer in the Rolex World Golf Rankings after a break-out 2019 season that included two of her three career victories, while her sister Jessica continues to be a stalwart on the LPGA Tour, where she has collected five titles and seven top ten finishes in majors throughout her career.

"We couldn't be more excited to welcome this diverse and talented group of individuals as Cisco ambassadors," said Brian Eaton, Director of Global Sponsorships at Cisco. "Today's announcement builds on our existing commitment to using technology to drive innovation, inspiration and participation in the sport of golf, and we are excited to work together with our ambassadors to further this shared mission. We look forward to supporting them as they strive to make more possible for themselves and for the wider golf community."

Through bespoke activations at marquee events, and the development of original content, Cisco and its ambassadors will showcase that endless possibilities are in play for the future of the game by harnessing the power of technology.

The partnerships with these golfers extend Cisco’s involvement with the game of golf. As the Official Technology Partner of the United States Golf Association and its Championships, Cisco debuted a Connected Course at the 2019 U.S. Open at Pebble Beach Golf Links, providing course-wide Wi-Fi to keep fans more connected and engaged throughout the event. In addition, Cisco is the presenting sponsor of the AT&T Pebble Beach Pro-Am Million Dollar Hole-in-One for Charity.

About Cisco Systems, Inc.
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