



NEWS RELEASE

Maxfli Announces Golf Ball Partnership with Renowned Instructor Sean Foley

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Foley Brings Decades of Tour-Level Coaching Experience to the Maxfli Brand

PITTSBURGH, March 19, 2025 /PRNewswire/ -- Today, Maxfli®, a distinguished golf brand with a century-long legacy in performance and quality, announced a new golf ball partnership with world-renowned golf instructor, **Sean Foley**. Through the partnership, Foley will serve as an ambassador and spokesperson for the brand and exclusively play the **Maxfli Tour X** ball.

Foley, whose coaching resume includes some of the world's best golfers, including Tiger Woods, Lydia Ko and Michael Kim, is known for his analytical and progressive approach to the game. His insights into ball performance and shot optimization align with the added benefits of the Maxfli Tour Series, a lineup engineered to deliver tour-caliber performance for golfers of all skill levels. Foley joins the Maxfli roster alongside PGA TOUR player, **Ben Griffin**, and 11-time LPGA Champion, **Lexi Thompson**.

"When the opportunity arose to join Maxfli, I knew it was something I wanted to be part of," said Foley. "These balls offer incredible feel, spin control and consistency, and you are seeing this translate to pro-level results on Tour each weekend."

The Maxfli Tour Series golf balls are designed for golfers seeking elite performance, with the 2025 line featuring increased mantle layer firmness to enhance distance and center of gravity technology to increase putting consistency, accuracy and ball roll visibility. Specifically, for the Maxfli Tour X ball, the updated model includes a new 336 Dimple Pattern for a more penetrating ball flight.

"Adding Sean to Team Maxfli is an incredible opportunity for us," said Sara Scarlett, Maxfli Brand Manager. "We share the same goal that Sean has every time he works with a player – elevating their game and helping them perform their best, and we're confident that they will do that with Maxfli Tour Series golf balls."

The Maxfli Tour X ball, which is part of the Maxfli Tour Series and sold exclusively at **DICK'S Sporting Goods** and **Golf Galaxy**, joins a portfolio of top in-house golf brands, including Walter Hagen, Top Flite and Tommy Armour.

About Maxfli

For over 100 years, the Maxfli brand has had a prominent presence in golf's culture, designing and producing tour quality equipment that delivers performance to the golf enthusiast. Played by top professionals, Maxfli is widely recognized as a golf brand resonating with players who are passionate about technology, performance and improving their game. Additional information about Maxfli can be found on **dicks.com** and **golfgalaxy.com**.

About DICK'S Sporting Goods

DICK'S Sporting Goods (NYSE: DKS) creates confidence and excitement by inspiring, supporting and personally equipping all athletes to achieve their dreams. Founded in 1948 and headquartered in Pittsburgh, the leading omnichannel retailer serves athletes and outdoor enthusiasts in more than 850 DICK'S Sporting Goods, Golf Galaxy, Public Lands and Going Going Gone! stores, online, and through the DICK'S mobile app. DICK'S also owns and operates DICK'S House of Sport and Golf Galaxy Performance Center, as well as GameChanger, a youth sports mobile platform for live streaming, scheduling, communications and scorekeeping.

Driven by its belief that sports have the power to change lives, DICK'S has been a longtime champion for youth sports and, together with its Foundation, has donated millions of dollars to support under-resourced teams and athletes through the Sports Matter program and other community-based initiatives. Additional information about DICK'S business, corporate giving and employment opportunities can be found on **dicks.com**, **investors.dicks.com**, **sportsmatter.org**, **dickssportinggoods.jobs** and on **Instagram**, **TikTok**, **Facebook** and **X**.

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