VERSANT

Versant Completes Acquisition of Full Swing

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Acquisition extends Versant's leadership in golf and platforms, adding interactive sports capabilities across immersive play, training, entertainment and performance data

NEW YORK--(BUSINESS WIRE)--Aug. 3, 2026-- Versant Media Group, Inc. (NASDAQ: VSNT) today announced the completion of its acquisition of Full Swing, a leading sports technology company whose patented hardware and integrated software are used by consumers, coaches, competitive athletes, and commercial venues.

The acquisition extends Versant's leadership in golf and deepens its portfolio of digital platforms. A trusted partner to many of the game's top players, Full Swing serves one of the fastest-growing segments of the golf industry through immersive simulation, launch monitors, virtual greens, integrated software and performance data. Versant's strength in golf uniquely positions the company to accelerate adoption of Full Swing's technology across both consumer and commercial markets.

Full Swing broadens Versant's leadership within the golf ecosystem. Together with Golf Channel, GolfNow and GolfPass, Versant connects premium content, commerce, technology and participation, creating more ways to engage golfers throughout their journey. The platform also creates opportunities beyond golf, including baseball, where Full Swing's technology is already used by both college and professional teams.

With the transaction complete, Full Swing will operate within Versant's Digital Platforms and Ventures portfolio and will be anchored in Versant's golf business, supported by Golf Channel, GolfNow and GolfPass. Ryan Dotters, Chief Executive Officer of Full Swing, has joined Versant, reporting to Will McIntosh, President, Digital Platforms and Ventures.

About Versant Media Group, Inc.

Versant Media Group, Inc. (NASDAQ: VSNT) is an industry-changing media and entertainment business and home to trusted brands that shape culture, inform audiences, and build lasting connections. It operates in four core markets: political news and opinion; business news and personal finance; golf; and sports and genre entertainment. These markets are served through a powerful portfolio of iconic and innovative brands, including MS NOW, CNBC, USA Network, Golf Channel, E!, SYFY and Oxygen, and complementary digital platforms Fandango, Rotten Tomatoes, GolfNow and GolfPass. Visit www.versantmedia.com for more information.

About Full Swing

Full Swing is the industry leader in pioneering sports technology. Its lineup of trailblazing golf and baseball products entertains users around the world while helping them to practice with purpose. As the Official Licensed Simulator of the PGA TOUR and an Official Technology Partner of TGL presented by SoFi, Full Swing simulators bring unmatched real-ball-flight data to golf and immersive multi-sport experiences. The company's KIT Launch Monitor, tested and trusted by Tiger Woods, is an indoor and outdoor practice solution that uniquely combines 16 points of club and ball data with high-resolution video. This groundbreaking technology has now been extended to baseball, so KIT can calculate both pre- and post-impact data performance insights like Squared Up Rate and Potential Exit Velocity. Full Swing's impressive roster of champions is highlighted by PGA TOUR stars like Tiger Woods, Jordan Spieth, Jon Rahm, Xander Schauffele, and Dustin Johnson, as well as Patrick Mahomes, Josh Allen and Steph Curry.

Caution Concerning Forward-Looking Statements

This press release includes statements that may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, and Section 21E of the Securities Exchange Act of 1934. Forward- looking statements are not historical facts or statements of current conditions, but instead represent only our beliefs regarding future events, many of which, by their nature, are inherently uncertain and outside of our control. These may include, among other things, the anticipated benefits of the acquisition of Full Swing, and associated opportunities, future business strategies, market opportunities, audience trends, distribution expansion, and other aspects of our operations and plans. These statements are often identified by words such as "believe," "expect," "anticipate," "estimate," "intend," "plan," "potential," "opportunity," "will," "would," "should," "could," "may," "goal," "commit," "future," "strategy," "project," "forecast," "target," "continue," "will likely result," and similar expressions. However, the absence of these words does not mean a statement is not forward-looking.

Forward-looking statements involve risks, uncertainties and other factors that are difficult to predict and that may cause actual results to differ materially from those expressed or implied in the forward-looking statements, including risks relating to our ability to integrate and realize the expected benefits of the acquisition, and associated opportunities, shifts in audience behavior, changes in the competitive or regulatory landscape, and other factors, including the risks described in the "Risk Factors" sections of our most recent Annual Report on Form 10-K, and other reports filed with the Securities and Exchange Commission (SEC).

You are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date they are made and involve risks and uncertainties that could cause actual events or actual results to differ materially from those expressed in any such forward-looking statements. Although we believe the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, level of activity, performance or achievements. Moreover, neither we nor any other person assumes responsibility for the fairness, accuracy and completeness of any of these forward-looking statements. Except as required by law, we are not under any duty to update any of these forward-looking statements or any other information contained in this release.

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