



GOLF MEDIA'S NEXT CHAPTER: PRO SHOP ANNOUNCES NEW LEADERSHIP AND EDITORIAL POWERHOUSE TEAM TO INCLUDE DAN RAPAPORT

Skratch, a Pro Shop company, to be led by President of Skratch and EVP of Media Rob DeChiaro, adds new hires, including Editor-in-Chief Ben Boskovich with more to come.

LOS ANGELES, CA—Pro Shop Holdings, Inc, a new innovative golf media and commerce company, is excited to announce the hiring of veteran golf journalist Dan Rapaport as its new Editor-at-Large for Skratch. This marks a major step in Skratch's mission to reshape golf storytelling and build a diverse platform that connects golf fans through engaging and innovative content. Rapaport joins the team after two years at Barstool Sports, where he led the brand's golf coverage after writing and reporting at both Golf Digest and Sports Illustrated. Rapaport will be leveraging Pro Shop's media partnership relationship with the PGA TOUR to deliver weekly inside-the-ropes content, while continuing to create content on YouTube and launching a new flagship podcast.

"I'm beyond excited for this next chapter. Having worked with Chad Mumm for years on 'Full Swing,' and having gotten to know the Pro Shop team in recent weeks, I'm confident we will deliver compelling and fresh content across the media landscape. My goal is to give golf fans an inside-the-ropes look at the people, places and stories that make this incredible game so special. Skratch is the ideal place to do that. It's just a perfect fit, and I can't wait to get started," remarked Rapaport.

Rapaport joins a rapidly expanding Skratch editorial team with new Editor-in-Chief Ben Boskovich, led by Rob DeChiaro. DeChiaro has been named President, Skratch and EVP, Media joining Pro Shop from 8AM Golf where he served as COO of GOLF.com for 5 years, where he oversaw the strategic development and execution of business and content operations for the GOLF brand as a whole. In this role GOLF.com saw unprecedented growth, becoming the largest golf brand online. Since relaunching GOLF.com in 2019, GOLF has seen the largest growth of any digital website in the category, maintaining the #1 spot in Comscore for the majority of the last two years. DeChiaro will oversee editorial and content strategy and operations, strategic partnerships, and the continued growth of Skratch's brand.

"Rob is a unicorn of a leader. He's somebody who brings deep experience in the business of golf media while having the respect of the editorial teams under his purview. He's a forward thinker who understands the rapidly changing media landscape and is instrumental in enabling our vision for the next chapter in Skratch's evolution as both brand and as a business," said Chad Mumm, Co-Founder and President of Pro Shop.

Boskovich has officially joined Skratch as Editor-in-Chief, partnering with DeChiaro to lead all editorial initiatives delivering premium, in-depth coverage across all facets of golf culture – gear, style, lifestyle, and travel. Boskovich will oversee the creative and editorial elements for Skratch including online editorial, video and social content. Prior to joining Pro Shop, Boskovich was Esquire Magazine's Deputy



Editor and Digital Director where he guided the brand's successful digital transformation at Hearst.

Sam Raeburn, Skratch's current General Manager, will be moving to build an internal creative agency focused on serving new and existing brand and client partners across Pro Shop's brands. Raeburn spent six years at Skratch building the foundation of its business and share of voice online and will continue to advise on editorial and creative projects at Skratch as he builds within the Pro Shop ecosystem on a larger scale.

Skratch welcomes four new editorial hires contributing to various editorial projects and content strategy across key areas: social media, gear, style, and travel/lifestyle. Nicole Rae joins as Director, Social Media after six years at Golf Digest, where she oversaw social media and direct-to-consumers marketing operations. A former collegiate golfer, Rae will oversee Skratch's social strategy and growth. Ryan Barath, the new Gear Editor, previously spent two years as Golf.com's Senior Equipment Editor. Barath will specialize in reporting on golf equipment and expert insights on the latest golf equipment. Raymond Williams, Style Editor-at-Large, brings over a decade of brand storytelling and consulting expertise. Known for his "Golf Projects" brand on social media, Williams is uniquely positioned to elevate Skratch's focus on golf fashion leading the conversation in the golf apparel marketplace. Addie Parker, the new Travel & Lifestyle Editor, has bylines in Golf Digest, LPGA.com and PGA.com. Parker will curate golf travel guides and lifestyle content inside and outside the ropes.

About Pro Shop:

Pro Shop is a media and commerce company that connects golf with mainstream culture. Founded in 2023 by creators and media executives (Chad Mumm and Mark Olsen from Vox Media, Joe Purzycki from Puck, and David Miller from PGA TOUR) with an extensive background in golf and entertainment, Pro Shop's properties include Pro Shop Studios, a preferred production studio of the PGA TOUR; Skratch, a premium producer of original video programming and social, shareable content; and Sugarloaf Social Club, a bespoke golf products and creative services agency. Pro Shop has offices in Los Angeles, California; Ponte Vedra Beach, Florida; New York City, New York and a presence in Washington DC.

About Skratch:

Skratch is a premium producer of original video programming and social, shareable content, reaching 100 million fans per year across its various social media platforms. In 2024 and beyond, Skratch will continue to bring together and build communities across golf and culture – making golf an entry point to talk about broader cultural touch points such as style, travel and experience. Skratch is creating a centralized digital destination for content, opinion, news, and entertainment through a curated collective of golf voices.

Follow Skratch for golf content on all social platforms: @Skratch

For inquiries, contact Pro Shop at press@proshop.inc.