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CONTACTS: Metro PR, Pro Shop, proshop@metropublicrelations.com

Harrison Raboy, Prime Video, hraboy@amazon.com

Chris Cox, PGA TOUR, chriscox@pgatourhq.com

Prime Video to Broadcast PGA TOUR's "The Skins Game" on Black Friday

Pro Shop, PGA TOUR Studios and Propagate Content reboot iconic event after 15-year hiatus on Nov. 28; coverage tees off historic day of live sports action on Prime Video at 9 a.m. ET, leading into third annual 'Black Friday Football' game and NBA on Prime doubleheader

2025 FedExCup Champion and seven-time DP World Tour champion Tommy Fleetwood, 16-time PGA TOUR winner Justin Thomas, two-time major champion Xander Schauffele and eight-time PGA TOUR winner Keegan Bradley slated to compete at Panther National in South Florida

LOS ANGELES and PONTE VEDRA BEACH, Florida – For the first time since 2008, "The Skins Game," one of golf's most celebrated television franchises, will officially return on Black Friday with Prime Video set to exclusively broadcast the special event globally, produced by Pro Shop and Propagate Content in coordination with PGA TOUR Studios.

Slated to compete in the relaunched "The Skins Game" are 2025 FedExCup Champion, 2025 Ryder Cup points leader and seven-time DP World Tour champion Tommy Fleetwood, 16-time PGA TOUR winner Justin Thomas, two-time major champion Xander Schauffele and eight-time PGA TOUR winner Keegan Bradley. The foursome—which has combined to win 34 career PGA TOUR events—will compete at the new Panther National in South Florida, the vision of Jack Nicklaus and Thomas in his debut design.

Coverage will begin at 9 a.m. ET on Nov. 28 and lead directly into a historic day of live sports for Prime Video, including the third annual *Black Friday Football* game and a brand-new

NBA on Prime doubleheader. Additional coverage details will be announced in the coming weeks.

The format will remain true to the traditional Skins Game structure, where each hole carries a dollar value and tied holes roll over to raise the stakes. In an exciting twist for the reimagined Skins Game, the event will feature a "reverse purse" – all players will begin the competition with \$1 million on the scoreboard and fans will watch as the players' fortunes rise and fall with every hole won or lost, adding a new layer of tension, drama and strategy to every shot.

"We've taken up the mantle to bring back The Skins Game, and we're proud to work alongside PGA TOUR Studios, Prime Video and Propagate Content to reintroduce this iconic event and reclaim its rightful place on the sports calendar," said Chad Mumm, Co-Founder and President of Pro Shop. "By keeping the traditional format intact and adding some creative twists, we're giving fans an experience that honors the past while delivering pure, high-stakes competition where the pressure builds with every shot."

"We're thrilled to help relaunch 'The Skins Game' as part of an unprecedented day of live sports on Prime Video this Black Friday," said Charlie Neiman, Head of Sports Partnerships, Prime Video. "Partnering with PGA TOUR Studios, Pro Shop and Propagate Content to broadcast this storied event with four of the game's most captivating stars opens more than 15 hours of exclusive live sports coverage on Prime Video, and underscores our commitment to delivering innovative, premium sports programming to fans around the world."

Originally introduced in 1983 as an unofficial money event on the PGA TOUR, The Skins Game became a staple on the sports calendar, showcasing high-stakes competition among golf's biggest stars, including Jack Nicklaus, Arnold Palmer, Fred Couples, Gary Player and Tiger Woods. With a new generation of golf superstars known for their exceptional talent, dynamic personalities and fierce rivalries, the new-look Skins Game promises to deliver an unforgettable spectacle for fans worldwide.

"The Skins Game was always bigger than golf. It was a cultural event that brought sports and entertainment together in a way fans hadn't seen before. At Propagate, we're thrilled to partner with PGA TOUR Studios, Prime Video, and Pro Shop to reimagine this iconic franchise for a new generation, combining tradition with innovation to deliver a spectacle that captures the drama and personality that made The Skins Game legendary," said Ben Silverman, CEO of Propagate Content.

With a nature preserve along its border, Panther National delivers a quiet, unspoiled stage for championship golf. Known as The Big Cat, the 18-hole championship golf course features steep elevation changes and dramatic vistas, with all but four holes featuring water or a forced carry, including island greens on Nos. 5 and 15 and island tees on Nos. 6 and 16.

Thomas returned to the winner's circle earlier this year at the RBC Heritage, where he won in a dramatic playoff. Joining him is his fellow Panther National ambassador in Schauffele – a nine-time TOUR winner and two-time major champion – Fleetwood, a fan favorite who broke through in August to win the TOUR Championship, and Bradley, who won his eighth career TOUR event in June at the Travelers Championship.

“The PGA TOUR is proud to bring back the iconic Skins Game as the kickoff to the sports calendar's biggest day of the year,” said Chris Wandell, PGA TOUR Senior Vice President, Media. “With four of our game's biggest stars competing in a modern reimagining of this nostalgic event, fans around the world are in for a treat this Black Friday as the TOUR tees off a full day of sports action on Prime Video.”

Developed and produced by Pro Shop's entertainment division, Pro Shop Studios, in partnership with PGA TOUR Studios and Propagate Content, the reimagined event will fuse the game's storied history with a modern energy for today's fans. Excel Sports Management will serve as tournament organizer, with broadcast production led by TMRW Sports.

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About Pro Shop

Pro Shop is a media and commerce company that connects golf with mainstream culture. The company was founded in 2023 by veteran media executives with an extensive background in golf and entertainment, Chad Mumm and Mark Olsen from Vox Media, Joe Purzycki from Puck, and David Miller from PGA TOUR. Pro Shop operates Pro Shop Studios, its entertainment division that produces Full Swing and co-produced Happy Gilmore 2 both on Netflix and serves as the PGA TOUR's preferred production partner in Hollywood; Skcratch, a premier digital media brand for premium content at the intersection of golf and culture; Sugarloaf Social Club, a bespoke golf commerce brand; and the recently acquired GolfWRX, the internet's most trusted destination for golf news, gear reviews, and community forums. Pro Shop has offices in Los Angeles, California; Ponte Vedra Beach, Florida; New York City, New York and Washington DC.

About Prime Sports

Prime Video supports a growing lineup of live sports globally, including *Thursday Night Football*, NBA, the Masters Tournament, NASCAR, the New York Yankees, Seattle Kraken, and Overtime Elite in the United States; Premier Boxing Champions in the United States, United Kingdom and Canada; the NWSL, the WNBA, and ONE Championship in the United States and Canada; NHL *Prime Monday Night Hockey* and *PWHL* in Canada; UEFA Champions League football in Germany, Italy, the United Kingdom, and Ireland; Roland-Garros in France; Wimbledon in Germany and Austria; Premier League in Sweden and Denmark; New Zealand Cricket in India; ICC Cricket in Australia; Copa do Brasil football, Serie A football and the NBA in Brazil; boxing in Japan; and Chivas in Mexico. While availability varies by marketplace, fans can also subscribe to streaming services such as FanDuel Sports Network, Eurosport, FOX Sports (Mexico), Paramount+, FOX One, Peacock, Viaplay Sport, MLB.TV, NBA League Pass, NBA TV, DAZN (Germany and Spain), and Premiere FC (Brazil) through Prime Video add-on subscriptions. This is in addition to a selection of Amazon Original documentaries including *Kelce*, *Bye Bye Barry*, *Coach Prime*, *Giannis*, and the Amazon Original *All or Nothing* franchise, including *All or Nothing: Arsenal*, *All or Nothing: Juventus*, *All or Nothing: Toronto Maple Leafs*, and *All or Nothing* seasons with various NFL teams, as well as the NCAA's Michigan Wolverines football team.

About PGA TOUR Studios

Launched in January of 2025, PGA TOUR Studios a state-of-the-art production studio redefining and energizing how the TOUR creates and delivers content to golf fans worldwide in an ever-changing media landscape. The 165,000-square-foot production studio – located in Ponte Vedra Beach, Florida, adjacent to PGA TOUR Headquarters – houses all PGA TOUR media operations, including live production of PGA TOUR Champions, Korn Ferry Tour, more than 4,000 hours of PGA TOUR LIVE on ESPN+, as well as the TOUR's expansive roster of more than 50 original, social and digital media platforms. Internationally, the PGA TOUR Studios-produced World Feed is available across 200+ countries and territories in 30 languages via 39 broadcast and digital partners.

About Propagate Content

Propagate Content, founded in 2015 by Ben Silverman and Howard T. Owens, is a multi-genre, award-winning content powerhouse with offices in Los Angeles, New York, London, and Paris. Known for its dynamic range of hit shows, Propagate Content boasts successes such as the iconic *Chopped* franchise for the Food Network, the Emmy-winning documentary *In Her Hands* for Netflix, the Emmy-nominated sports documentary series *Untold* for Netflix, *Stick*, starring Owen Wilson, for Apple TV+, and the animated *Lulu* is a

Rhinoceros for Apple TV+, as well as the upcoming Nanette Burstein-directed official SBF documentary. The company's acclaimed documentaries division is a market leader with successes including the Emmy-nominated Hillary for Hulu, LFG for HBO Max, and Anna Nicole Smith for Netflix. Propagate Content's Fuego division produced the Latin music show La Firma for Netflix and the first Spanish-language comedy for Peacock, 90 Minutos. Our corporate portfolio includes industry leaders such as Electus (You vs. Wild, Running Wild with Bear Grylls, Jane the Virgin, Fashion Star), Big Breakfast (Adam Ruins Everything, Hot Date), Notional (Chopped franchise), and leading talent and digital management firms Artists First, Authentic, Select Management, and Parker Management, cementing our status as a trailblazer in innovative and compelling content and talent representation across all platforms.

About Panther National

Panther National is a private golf and lifestyle community in Palm Beach County, designed to set a new benchmark for modern luxury living. This private enclave pairs sleek, contemporary design with elevated amenities to create an unparalleled residential experience. At its heart is an 18-hole championship course, co-designed by golf legends Jack Nicklaus and Justin Thomas, complemented by world-class practice facilities, curated dining, and vibrant social spaces. Distinctive modern estates showcase striking indoor-outdoor architecture, with prospective homeowners able to select from semi-custom Signature Estates or fully custom residences, priced from \$4.5 million to over \$20 million. For more information, visit www.panthernational.com