



BILL MURRAY AND RESIGNATION MEDIA TEAM UP TO LAUNCH WILLIAM MURRAY GOLF, NEW LIFESTYLE & APPAREL BRAND

*Unique Golf Apparel Featuring Polos, T-shirts, Button-Downs, Shorts & Hats
Introduce Casual Irreverence on Golf Course*

Professional Golfer Pat Perez to Become the First William Murray Golf Ambassador

AUSTIN, TEXAS – Sept. 21, 2016 – Murray Brothers LLC, including actor Bill Murray, are joining Resignation Media, owners of the entertainment website theCHIVE.com, today to announce the launch of William Murray Golf, a new lifestyle and apparel brand.

The William Murray Golf line will break away from traditional golf apparel by bringing a new look and feel to the industry with a little irreverence and a lot of style. The entire product line will be available online Thursday, Oct. 20, at WilliamMurrayGolf.com and available through their exclusive partner, TheChivery.com.

Today, in celebration of Bill's birthday, William Murray Golf will release a special Chicago-themed polo and two hats, a month before the full line's launch. A portion of proceeds from these opening day sales will go to the Murray family's favorite charity in Chicago, Mercy Home for Boys & Girls, which helps break the cycle of neglect and abuse for Chicago-area children and young adults, ages 11 to 21.

One of the more revered actors of our time, Bill Murray has become one of the game's greatest ambassadors. He's a fixture at celebrity pro-am tournaments, bringing his fun attitude and entertaining personality to the course wherever he plays. The William Murray Golf line was created to mirror this style and put some fun back into the game through an apparel brand that is creative, fashionable and comfortable. This line will truly be first-of-its kind in the golf world and not one typically seen. It will consist of uniquely designed polos, T-shirts, shorts, hats, and the world's first golf button-down, which has become Bill's signature look on the course.

The youngest of the six brothers, actor Joel Murray, says the family's history has played a vital role in their love of the game. "Growing up caddying helped us learn about strict adherence to rules and subservience," said Joel. "Caddying also helped us learn we had no interest in either."

Bill's adoration of golf is well documented and extends far beyond his famous Hollywood role, Carl Spackler in *Caddyshack*, for which he is universally loved. Along with his brothers, he hosts an annual charity golf tournament, Murray Bros. Caddyshack Charity Golf Tournament, in St. Augustine, Fla., with the mission to better the lives in communities across the country. Now with the launch of William Murray Golf, all the Murray brothers will be able to leave a lasting legacy and a mark on the game they love by allowing fans to enjoy their sense of style, both on and off the course. Bill and his brothers worked closely on all aspects of the line to ensure the brand's authenticity, from creative design to color patterns to production and more.

"We're going to create a whole new level of excitement to the game," said John Resig, President of Resignation Media. "Our clothing will focus on bringing high quality, performance elements with creative designs for golfers who want to keep it light."

Professional golfer and 15-year PGA Tour veteran Pat Perez will serve as William Murray Golf's first brand ambassador. One of the most unique personalities in the game of golf today, Perez will be outfitted in William Murray Golf gear while he plays and promotes the brand both on and off the course.

For more information on William Murray Golf, please visit www.WilliamMurrayGolf.com.

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About Resignation Media

Resignation Media owns and operates many of the Internet's most prolific digital lifestyle brands, including theCHIVE.com. RM boasts a thriving eCommerce storefront, TheChivery.com; a live entertainment group, Chive Studios; and OTT entertainment channel in CHIVE TV. RM also influences a community of active loyalists who visit their websites, advocate their brand, attend local functions, and drive charity efforts. Under a single focus in connecting millions of like-minded, Millennial members, Resignation Media has united its fan base in person and over the web. With over 150 employees and more than 3 million daily views across desktop, mobile web and mobile app platforms, Resignation Media serves its advertising partners with offices in New York, Los Angeles, Chicago, San Francisco and Austin.

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