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PDC INCREASES SUPPORT FOR CDC IN NORTH AMERICA

The Professional Darts Corporation Continues its Focus on Emerging Markets with Investment in Championship Darts Corporation

Chicago, IL, February 13, 2019– Championship Darts Corporation, parent company of the Magic Darts Championship Darts Circuit (CDC), today announces that the Professional Darts Corporation has made a significant contribution to foster continued growth of the game in the United States and Canada. This announcement is significant because it marks the first time in CDC’s five-year history that the global powerhouse in professional darts has made a direct monetary investment in North America’s only professional darts tour, and it builds on the partnership between the two companies established in 2018 that saw CDC’s rankings select the U.S. Team for the Betway World Cup of Darts and send American and Canadian representatives to the William Hill World Darts Championship for the first time.

“All of us at CDC are ecstatic that the PDC has continued to recognize our work towards building a true professional darts tour in North America with an investment that will allow us to fund mission-critical projects necessary for continued expansion,”

said CDC Chief Executive Officer Peter Citera.

“As we enter our fifth year, we’re really looking forward to growth not just in the main CDC Tour, but also in our Evolution and Junior Tours that provide opportunities for the next generation to take their game to another level. The support the PDC have given us, along with the return of the U.S. Darts Masters, really sets the stage for a brilliant year in our sport on this continent.”

In addition to 10 CDC events over five weekends in 2019, North American players and fans alike will once again have the opportunity to participate in a week of world class darts in Las Vegas as the PDC North American Darts Championship and PDC U.S. Darts Masters return to Las Vegas from July 2 – 5 at the Mandalay Bay. As in prior years, the winner of the North American Championship will join the top CDC American and Canadian players at the 2019/20 World Darts Championship at the Alexandra Palace, London in December. Further details can be found at www.pdc.tv/vegas and all fans who wish to attend are encouraged to purchase their tickets early, as this event is likely to sell out.

“We’re fully behind the Championship Darts Corporation, and their circuit of events is providing a professional structure for players in North America,” said PDC Chief Executive Matthew Porter. “They are growing year-on-year and by supporting them, players can now see a clear pathway to qualify for both the World Cup and World Championship. It’s also exciting to see the progression of their Junior Tour, which gives young players the opportunity to continue their development alongside the main CDC Tour.

With the PDC’s World Series of Darts returning to Las Vegas in July, the future of darts in North America has never been brighter.”

The North American darts year will culminate on October 19-20 with the top 16 players on the 2019 Magic Darts Championship Darts Circuit competing in the Continental Cup Presented by Cosmo Darts. This marquee event moves to New York City this year and plans are in the works to offer spectator ticket packages for the first time, including a VIP package comprised of a dinner and meet-and-greet with some special headline guests. Be sure to follow CDC on social media and watch www.champdarts.com for details as they become available.

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ABOUT CHAMPIONSHIP DARTS CORPORATION

Championship Darts Corporation operates the Magic Darts Championship Darts Circuit, the only professional steel-tip darts tour on the North American continent. Founded in 2014 by three individuals with a combined 65-plus years of experience promoting the game, its goal is to elevate the level of play at the top end of the spectrum and work alongside other organizations to build the infrastructure to create a new North American world champion by 2024. In 2018, CDC launched two youth tours – the CDC Junior Tour (10-18 years) and CDC Evolution Tour (12-23 years) – that provide the next generation the opportunity to grow in the sport and compete with the best youth players in the world through partnerships with the Junior Darts Corporation’s JDC World Championship and Professional Darts Corporation’s Unicorn Youth World Championship. The top American and Canadian players on the main CDC Tour each year also qualify for spots in darts’ biggest event: the William Hill World Darts Championship at the Alexandra Palace, London.

For further information, please contact the Media Director at +1 (844) 752-9501, email info@champdarts.com or see www.champdarts.com.

ABOUT PROFESSIONAL DARTS CORPORATION

The leading professional body in darts, the Professional Darts Corporation was originally founded as the World Darts Council in 1993 after a group of leading players broke away from the British Darts Organisation. The PDC has gone from strength-to-strength since, with £11 million (\$15 million USD) in annual prize money now available on the PDC's global professional circuit alongside the biggest tournaments in the sport.

PDC Chairman Barry Hearn recently set a goal of 1,000,000 fans watching PDC tournaments live in the coming years, in addition to global television reach for the sport remaining at an all-time high and the standard of play greater than ever.

For further information, see www.pdc.tv.