



Contact Peter Citera
Telephone +1 (844) 752-9501
Cell +1 (847) 373-9176
Email Peter@champdarts.com
Website www.champdarts.com

FOR IMMEDIATE RELEASE
April 13, 2018

CHAMPIONSHIP DARTS CORP. ANNOUNCES TITLE SPONSOR OF PROFESSIONAL DARTS TOUR

2018 Magic Darts Championship Darts Circuit Kicks Off in Chicagoland on April 27th

Chicago, IL, April 13, 2018– Championship Darts Corporation, parent company of the Championship Darts Circuit (CDC), and Magic Darts Inc, one of the largest distributors of darts equipment in North America, today announce a title sponsorship agreement that includes naming rights for North America’s professional darts tour. The two-year contract runs through the 2019 CDC season, with the official name of the CDC Tour immediately becoming “Magic Darts Championship Darts Circuit.” In addition to the naming rights portion of the deal, the staff of Magic Man Productions will join the CDC’s production team onsite at all Circuit main events to enhance the CDC team’s live streaming coverage, and Magic Man Sports Apparel will become one of two licensed distributors of Championship Darts Circuit branded merchandise in North America.

“The agreement with Magic Darts positions the CDC for what we believe will be an amazing two years of growth. CDC’s first three years have really been about refining the product on the oche and building a solid brand among North American darts enthusiasts and our core player base. It’s now time to begin the second phase of our mission; increasing exposure of the game to the casual darts player and general sports fan across the continent. We believe that this partnership with Magic Darts will pay dividends down the road not only for our two companies, but for everyone involved in the game of darts in the US and Canada. For too long, vendors to the darts community have been competing for a slice of the same pie. The increase in our production staffing that this partnership makes possible is the first step towards baking a larger pie for everyone.” –Peter Citera, Chief Executive Officer, Championship Darts Corporation

Although the circuit name has changed slightly to reflect the new partnership, both CDC and Magic Darts' executive teams are confident this will only enhance existing sponsor and event partner relationships as the CDC gains visibility.

"I am very excited to be a part of the future of professional darts in North America. When David Irete (CDC's Media Director) opened the discussion on this partnership, I quickly realized how this positive move could help build darts in North America. I would really like to see our players compete on the international stage at world class levels. Additionally, I would hope with increased national darts exposure, we would see growth for all US dart suppliers." – John Baxter, President, Magic Darts Inc.

###

ABOUT CHAMPIONSHIP DARTS CORPORATION

Championship Darts Corporation operates the Championship Darts Circuit, the only professional steel-tip darts tour on the North American continent. Founded in 2014 by three individuals with a combined 60-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.

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

ABOUT MAGIC DARTS INC.

Magic Darts has grown to be one of the largest distributors of premium dart products in North America. Offering both wholesale and retail (under the A-Z Darts brand) and working with leading equipment manufacturers over the last 30+ years, the company has combined the industry's best selections for the benefit of all dart players. Recently, Magic Darts has added both Magic Man Productions and Magic Man Sports Apparel to its suite of brands to satisfy the growing appetite among darts enthusiasts for custom darts clothing and live event production.