



COMPETITIVE SOCIAL VENTURES ANNOUNCES A STRATEGIC PARTNERSHIP WITH JOOLA

***JOOLA IS THE OFFICIAL PICKLEBALL PADDLE OF PICKLE AND SOCIAL***

ATLANTA – August 2<sup>nd</sup>, 2023 – Competitive Social Ventures (“CSV”) is proud to announce the strategic partnership between Pickle and Social and JOOLA, as the official paddle provider for Pickle and Social. Pickle and Social is the ultimate hang-out spot that combines craft food, signature drinks, live entertainment, and premier indoor and outdoor pickleball courts.

JOOLA expanded into the pickleball industry in 2022 and has quickly become one of the leading global pickleball brands. JOOLA provides high-quality pickleball equipment to some of the top pros and is a sponsor of the PPA Tour and APP Tour. In efforts to continue its rapid growth, JOOLA has partnered with one of the leading pickleball entertainment brands, Pickle and Social.

JOOLA Chief Marketing Officer Tom Nguyen said, “We’re thrilled to be joining forces with Pickle and Social! We share the same vision of providing an incredible customer experience, which will only help grow the sport of pickleball.”

“We are excited to partner with JOOLA, a brand that shares like-minded values,” said Brian Harper, SVP of Sales and Marketing for CSV. “JOOLA’s brand and paddles speak for themselves, but their team’s desire to provide a first-in-class experience and enhance the guest’s journey was ultimately what excited our team at CSV.”

JOOLA will be the primary pickleball paddle provider at Pickle and Social, giving guests access to a wide selection of their paddles. Guests can also purchase paddles in the Pickle and Social Pro Shop. Guests will have access to a variety of ways to play including recreational, open play, leagues, tournaments, and clinics.

All Pickle and Social venues include a full-service restaurant and bar, a rooftop bar, an ACL Cornhole Yard, Pro Shop, and private event spaces. CSV will soon be announcing the expansion of the Pickle and Social brand in more major cities.

Currently, Pickle and Social have three announced locations that are under development, the first in Gwinnett County, GA, the second in Scottsdale, AZ, and the third in Louisville, KY. Pickle and Social Gwinnett is located at The Exchange @ Gwinnett and is expected to open this fall. Gwinnett will sport 16 pickleball courts – eight outdoor courts, two pavilion-covered courts, and six climate-controlled indoor courts.

To learn more about Pickle and Social and how you can get involved, click [here](#). To learn about investment opportunities with CSV or discuss a strategic partnership opportunity, visit [www.cosoventures.com](http://www.cosoventures.com) or email Joe Reardon at [Joe.Reardon@CoSoVentures.com](mailto:Joe.Reardon@CoSoVentures.com).

#### About Competitive Social Ventures

Competitive Social Ventures was founded with a vision to create competitive social entertainment brands and supercharge their long-term growth. In an industry positioned for expansion, our partners saw an opportunity to build a company unlike any other, with a family of distinct but complementary brands encouraging play.

Fairway Social, Roaring Social, and Pickle and Social are all uniquely themed entertainment venues centered around shared experiences, premium food and beverage offerings, and live entertainment. Learn more at [www.cosoventures.com](http://www.cosoventures.com).

#### About JOOLA

JOOLA has been a pioneer in table tennis since its establishment in 1952. In 2022, its expansion into pickleball quickly attracted the biggest names in the sport. As a sponsor of both the PPA and APP Tours and to top athletes in the game, the team at JOOLA combines its expertise with fresh perspectives to bring synergy and innovation to the pickleball market. JOOLA creates a variety of equipment, apparel, and accessories for pickleball players, both professional and recreational. JOOLA is based in Rockville, MD, and is owned by Sport Squad, Inc. Learn more about JOOLA and see why the sport's best are joining Team JOOLA by visiting [joolausa.com](http://joolausa.com).

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