

Claxson becomes GolfBoost largest investor in private equity round

Claxson has acquired an important role in the ownership structure of Miami technology start-up Golfboost, a golf swing-lesson mobile application targeted to golfers worldwide.

Miami, March, 3rd 2015.- Claxson (www.claxson.com), the multimedia company, producer and distributor of high quality entertaining products, acquired a considerable participation of Golfboost LLC (www.golfboost.com), which will offer its audience an exclusive high-definition golf swing booster mobile application expanding Claxson's offer to operate and distribute Golfboost throughout the world.

Beginning March 15th, Golfboost will be available worldwide in iOS format to be downloaded at the Apple store.

Golfboost is a non-human interface automatic swing analyzer tool for web browsers & mobile applications, developed by a group of golf professionals in which the user records a golf swing and immediately receives an instructional, dissected and corrective video solution.

Additionally, Golfboost will be offered in a stand alone website format. Some of the additional features the user will have on both formats are:

- Swing track record
- Social engagement (fairway)
- Book tee times
- Handicap recording
- Latest golf news

Golfboost has a unique differentiation with other golf applications based on years of developing a series of algorithms which recon the user's movements and body positions, responding with a personalized swing lesson to be watched on the mobile device or computer.

"Joining Golfboost gives us great satisfaction, because we found a strategic partner that shares Claxson's vision in regards to product quality and innovation", said Mariano Varela, Executive VP and General manager of Claxson. *"With this agreement, Claxson invest in the development of social media application and reaffirms its vocation for leadership and innovation",* he added.

Paul Jaure, Golfboost CEO & Founder stated, *"as an innovative swing lesson provider, Golfboost seamlessly complements Claxson's online offers; both companies service a similar audience with premium content to address specific*

needs. Having Claxson, a recognized leader on content provider, as our partner is extremely beneficial for us, since we will be able to penetrate an overpopulated market in a very efficient manner”

About Golfboost

Golf Boost (www.golfboost.com) is a Miami technology start-up creating leading-edge digital golf swing analysis technology developer focused on mobile and internet platforms. A real-time golf lesson software tool providing an instant, personalized swing solution. It provides the ideal intersection between virtual customized golf lessons and a dedicated social network platform catering the golf market. In addition, the product’s free features include group communication and a dedicated social channel functioning as a content provider and user engagement platform.

About Claxson

Claxson (www.claxson.com) is a multimedia company that produces and distributes high quality entertaining contents. It combines activities in pay television, Internet and mobile platforms.