



***on!*® Brings Golf's Biggest Personalities Together for the Inaugural *on!vitational*™**

Eight teams of notable athletes, creators and nicotine consumers will compete October 16 and 17 at TGL's SoFi Center for golf's orangest jacket

RICHMOND, Va.— Helix Innovations LLC, an operating company of Altria Group, Inc. (Altria) (NYSE: MO), today announced details for *on!* nicotine pouches' inaugural *on!vitational*, a two-day golf and entertainment experience bringing together eight teams of current and former professional athletes, high-profile creators, and adult nicotine consumers age 25+ at TGL's SoFi Center in Palm Beach Gardens, Florida, October 16 and 17.

Unlike a traditional golf tournament, the *on!vitational* puts nicotine consumers in the competition alongside some of the biggest personalities in golf. Nicotine consumer players selected through an *on!*® sweepstakes earlier this year will join teams competing to be crowned the inaugural *on!vitational* champions and to take home golf's orangest jacket.

The roster brings together personalities from across the golf world, including current and former professional golfers **Charley Hull** and **Ricky Barnes**; golf creators **Fat Perez**, **Sara Winter** and **Paige Spiranac**; cross sport athletes **Nikki Blades**, **Sean Malto** and **Johnny Manziel**; and entertainers **Michael Peña**, **Andrew Santino** and **Ross Butler**.

Eight teams will compete in the inaugural tournament, representing a mix of established golf brands, creators and communities, including **Malbon**, **Troon**, **Grass League**, **Palm Tree Crew**, **World Long Drive**, **Hypegolf**, **LA Golf Club**, and the **Veteran Golfers Association (VGA)**, a nonprofit dedicated to enriching the lives of Veterans and their family members through the camaraderie and sportsmanship of golf. Additionally, all proceeds from can sales at the *on!vitational* will support the VGA.

"The *on!* brand is built around the power of now and the energy that comes with making your next move," said Michael Brace, President and CEO of U.S. Smokeless Tobacco Company LLC. "Golf brings that idea to life in every shot. It is a game of focus, possibility and committing to the moment. The *on!vitational* creates a new kind of golf experience where partners, creators and nicotine consumers 21+ do not simply watch from the sidelines. They step in, play together and try to take home golf's orangest jacket."

Building on the brand's broader investments and partnerships across golf, the on!vitational brings the spirit of the brand to life by celebrating the anticipation, preparation and "lock in" moments that surround competition—not just the final score.

The on!vitational takes advantage of the technology and setting of TGL's SoFi Center to create a golf experience unlike a traditional tournament. The venue is a 250,000-square-foot indoor golf arena, combining a massive simulator screen with real-life putting and short-game areas that change each hole. The two-day tournament will combine nicotine consumer participation, golf competition, entertainment and brand experiences.

Beyond the competition, event programming will include simulator sessions, tours, hospitality, partner activations, premium onsite experiences and live entertainment.

While the event itself is invite-only, fans 21 or older can follow the on!vitational via tournament highlights and content available on the [on! Instagram](#) and at www.onnicotine.com, giving fans a look at the competition, players and major moments from the inaugural event.

About on!® Nicotine Pouches

on!® and on! PLUS® nicotine pouches are designed for adult nicotine consumers 21+ looking for a satisfying, premium nicotine pouch experience. With its six varieties and three nicotine strengths, on!® nicotine pouches deliver against a wide variety of adult consumer 21+ tastes and preferences. on! PLUS® nicotine pouches are designed for those who are tired of settling for an uncomfortable pouch. Featuring a proprietary NICOSILK™ mesh technology, on! PLUS® delivers bold, long-lasting flavor in the softest pouch on the planet. on! PLUS® is available in Mint, Wintergreen & Tobacco flavors at 6, 9 and 12 mg strengths., on! PLUS® will also offer the same three strength options in exciting new flavors: Blueberry Mint, Mango Pineapple and Watermelon Mint (select stores only).

Helix Innovations LLC Profile

Helix Innovations LLC (Helix), an Altria company, offers a portfolio of oral nicotine pouch products for adult nicotine consumers 21+, including on!® and on! PLUS®. In December 2025, the U.S. Food and Drug Administration authorized the marketing of certain on! PLUS® variants.

Helix is committed to responsible marketing and preventing underage access to nicotine products. As an Altria operating company, Helix follows marketing practices designed to appeal to adult nicotine consumers 21+ while taking steps to limit reach to underage audiences.

No one under the age of 21 should use nicotine products. Nicotine is addictive, and nicotine products are not risk-free. on!® products are intended for adult nicotine consumers 21+.

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