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PGA TOUR announces Korn Ferry as umbrella sponsor of newly named Korn Ferry Tour

PONTE VEDRA BEACH, Florida – The PGA TOUR and Korn Ferry (NYSE: KFY) announced today a 10-year agreement making the Los Angeles-based, global organizational consulting firm the Umbrella Sponsor of the newly named Korn Ferry Tour.

In replacing Web.com, Korn Ferry's sponsorship takes effect June 19 and extends through the 2028 season. The Korn Ferry Tour will continue to award PGA TOUR membership to the Tour's 50 leading players, including the top 25 from the Regular Season points list and the top 25 from the three-event Korn Ferry Tour Finals points list.

The announcement was made jointly by PGA TOUR Commissioner Jay Monahan, Korn Ferry Chief Executive Officer Gary Burnison, and Korn Ferry Tour President Alex Baldwin on Wednesday morning in New York City.

"We welcome Korn Ferry to the PGA TOUR family with today's announcement," said Monahan. "Our thanks to Gary Burnison and his team for a partnership that will promote Korn Ferry's mission of helping people and organizations exceed their potential, collaborating with a Tour that has proven to identify the next generation of PGA TOUR talent over the last 30 years."

Korn Ferry also becomes a PGA TOUR Official Marketing Partner as the "Official Leadership Development Firm" of the PGA TOUR, PGA TOUR Champions, and Korn Ferry Tour. Additionally, Korn Ferry will assume sponsorship of the Korn Ferry Tour Championship presented by United Leasing & Finance in Evansville, Indiana – the third and final event in the Korn Ferry Tour Finals.

"We're excited to partner with the PGA TOUR. Our organizations are both all about talent – getting players and people to that next level and advancing their careers. People will never discover their full potential until they are provided an abundance of opportunity. Korn Ferry and the Korn Ferry Tour provide that opportunity," said Burnison. "This sponsorship will further elevate our brand as a global organizational consultancy and extend awareness of our firm to new audiences around the world."



Korn Ferry develops and coaches 1.2 million people a year, puts someone in a new job every three minutes and has worked with companies to evaluate and assess nearly 70 million professionals. The firm has offices in more than 50 countries and 8,500 employees.

Korn Ferry works with clients to design their organizational structures, roles and responsibilities. The firm helps them hire the right people and advise them on how to reward, develop and motivate their workforce. Korn Ferry also helps professionals at all levels navigate and advance their careers.

“This is a tremendous day for our organization, and we are eager to work with Gary and his team as we continue to build the Korn Ferry Tour from the strong foundation already in place,” said Baldwin, the first female to be named president of one of the PGA TOUR’s six global Tours earlier this year. “Korn Ferry has an impassioned desire to enhance the careers and brands of our players through this incredibly competitive Tour. This partnership will allow us to further those goals while elevating the Tour and our tournaments for our partners and fans.”

With 50 available PGA TOUR cards for the following season (since 2013), the Korn Ferry Tour is the path to the PGA TOUR. Twenty-five TOUR cards are reserved for the leading points earners at the end of the 24-event Regular Season. Another 25 are up for grabs at the three-event Korn Ferry Tour Finals that follow the Regular Season in August and September.

During the PGA TOUR’s 2017-18 season, eight players from the Korn Ferry Tour Class of 2017 won titles, including Aaron Wise, whose victory at the 2018 AT&T Byron Nelson was the 500th by a former Korn Ferry Tour player – a list which includes 24 major championships and eight PLAYERS Championships, including Gary Woodland’s win on Sunday at the U.S. Open at Pebble Beach.

Four players from the Class of 2018 have won on the PGA TOUR this season – Cameron Champ (Sanderson Farms Championship), Adam Long (The Desert Classic), Martin Trainer (Puerto Rico Open) and Max Homa (Wells Fargo Championship).

Other notable PGA TOUR players who got their start on the Korn Ferry Tour include major champions Justin Thomas, Jason Day, Bubba Watson and Zach Johnson.

For more information on the Korn Ferry Tour, please visit PGATOUR.com.

About Korn Ferry

Korn Ferry is a global organizational consulting firm. We work with clients to design their organizational structures, roles and responsibilities. We help them hire the right people and advise them on how to reward, develop and motivate their workforce. And, we help professionals navigate and advance their careers.



About Korn Ferry Tour

Founded (1990), owned and operated by the PGA TOUR, the Korn Ferry Tour identifies and develops those players who are ready to compete and win on golf's biggest stage. In 2013, the Korn Ferry Tour became The Path to the PGA TOUR with all 50 available PGA TOUR cards coming through the Tour and the season culminating at the Korn Ferry Tour Finals. This season marks the 30th year of competition on the Korn Ferry Tour. Three out of four PGA TOUR members are Korn Ferry Tour alumni. Tour alumni have won more than 500 PGA TOUR titles, including 24 major championships and eight PLAYERS Championships. To learn more about the PGA TOUR, the Korn Ferry Tour and to follow the season-long quest for a PGA TOUR card, visit PGATOUR.COM, or follow the Tour on social media via Instagram (@KornFerryTour), Twitter (@KornFerryTour) and Facebook (facebook.com/KornFerryTour).