



## **PGA TOUR and LPGA Announce Strategic Alliance Agreement**

PONTE VEDRA BEACH and DAYTONA BEACH, FL (March 4, 2016) – The PGA TOUR and the Ladies Professional Golf Association (LPGA) announced today that they have formalized their longstanding cooperative relationship by entering into a long-term, written strategic alliance agreement designed to further promote the growth of golf. This partnership between the leading men’s and women’s professional golf tours will include areas such as schedule coordination, joint marketing programs, domestic television representation, digital media and exploring the potential development of joint events.

“From our collaboration in bringing golf back as an Olympic sport as joint members of the International Golf Federation to our cooperation in helping to grow the game of golf as part of the World Golf Foundation, our two organizations have had a long history of working together for the common good of our sport,” said PGA TOUR Commissioner Tim Finchem. “Extending our relationship with the LPGA into these new areas is a natural extension of this work and collaboration.”

“We believe the PGA TOUR has significant expertise in the areas that we will focus on together and working more closely with them carries with it the very real potential of positively impacting our members, our tournaments, and our ability to grow our sport around the world,” said LPGA Commissioner Mike Whan. “We look forward to working with the PGA TOUR team to deliver a positive impact for our sport.”

Both organizations emphasized that while the alliance strengthens their relationship and the potential benefits of working together in these various areas are attractive for the overall growth of the sport, it involves no formal financial investment or transfer of ownership or control. Both parties remain wholly separate and independent organizations.

### **About the LPGA**

The LPGA is the world’s leading professional golf organization for women. Founded in 1950 and headquartered in Daytona Beach, Florida, the association celebrates a diverse and storied membership with more than 2,300 members representing 30 different countries. With a Vision to inspire, empower, educate and entertain by showcasing the very best of women’s golf, LPGA Tour Professionals compete across the globe, while dedicated LPGA Teaching and Club

Professionals (T&CP) directly impact the game through teaching, coaching and management. The Symetra Tour consistently produces a pipeline of talent ready for the world stage.

Follow the LPGA on its television home, Golf Channel, and on the web via: [www.LPGA.com](http://www.LPGA.com), [www.facebook.com/lpga.official](http://www.facebook.com/lpga.official), [www.twitter.com/lpga](http://www.twitter.com/lpga), and [www.youtube.com/lpgavideo](http://www.youtube.com/lpgavideo).

### **About PGA TOUR**

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 130 tournaments on the PGA TOUR, PGA TOUR Champions, Web.com Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR China.

The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in the communities in which it plays, and provide financial opportunities for TOUR players.

Worldwide, PGA TOUR tournaments are broadcast to more than 1 billion households in 227 countries and territories in 30 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2014, tournaments across all Tours generated a record \$140.5 million for local and national charitable organizations, after surpassing \$2 billion in all-time charitable contributions early in the year.

The PGA TOUR's web site is [PGATOUR.COM](http://PGATOUR.COM), the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

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