



2010 Champions Tour Fact Sheet

Name

PGA TOUR's Champions Tour (first reference)

Headquarters 112 PGA TOUR Boulevard, Ponte Vedra Beach, FL 32082,
Phone: 904.285.3700

Commissioner

Timothy W. Finchem (since June 1, 1994)

President

Michael D. Stevens (since June 1, 2008)

Web Site

PGATOUR.com

About the Champions Tour

Collectively, the Champions Tour has the most recognizable and accomplished players in the game with 16 World Golf Hall of Fame members actively competing in its events and numerous other major championship winners among its members. The Champions Tour is a tax-exempt membership organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. The Champions Tour will conduct 26 official Charles Schwab Cup events in 2010 offering \$51.5 million in official prize money, with the average tournament purse of \$1.98 million.

The Champions Tour's primary purpose is to provide significant competitive and earnings opportunities for its members, to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world. In addition to providing competitive opportunities for its membership, Champions Tour events generate significant sums of money for charity. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. TOUR headquarters is in Ponte Vedra Beach, Florida. The web site address is PGATOUR.com.

History

1980 – 2010. The Tour enters its 31st season in 2010.

Charity

The Champions Tour and its tournaments generate significant sums of money for charity. In 2009, tournaments on all three Tours (PGA TOUR, Champions Tour and Nationwide Tour) donated over \$100 million to charitable and community organizations. The PGA TOUR surpassed the \$1 billion mark in all-time charitable giving in 2005. While it took 67 years to reach that total, all three Tours are now on track to achieve the second billion in the next four to six years.

"Together, anything's possible" is the PGA TOUR's and Champions Tour's charitable platform that focuses on the efforts of our players, tournaments, volunteers, sponsors, fans and charities. The Champions Tour's charitable mission is an integral component of its value proposition and charitable donations have a significant impact in the communities served by Champions Tour events

2010 Schedule

The 2010 season will feature 26 official Charles Schwab Cup events, an increase from 25 in 2009. The Champions Tour will play in 15 states and four countries, including the Dominican Republic, Canada, Scotland and for the first time, South Korea.

The official season kicks off on the Big Island of Hawaii at the Mitsubishi Electric Championship at Hualalai (Jan. 18-24), with the first full-field event coming three weeks later at The ACE Group Classic, which will now be played at The Quarry in Naples, FL. The season will conclude with the Charles Schwab Cup Championship (Nov. 1-7), which relocates to San Francisco's Harding Park, site of the 2009 Presidents Cup for 2010-11.

Two new events have been added to the schedule for 2010. The Mississippi Gulf Resort Classic will be held April 26-May 2 in Biloxi at the Tom Fazio-designed Fallen Oak Golf Course, which earned a top-20 spot on *Golf Digest's* list of "America's 100 Greatest Public Courses" in 2009. In September, the Champions Tour will host a landmark event in Asia, the New Songdo City Championship, at the Jack Nicklaus Golf Club Korea in Songdo International Business District (IBD), located 40 miles west of Seoul in South Korea's largest current economic development project.

Ensure, part of the Abbott Laboratories Nutrition Group will title sponsor the 2010 Champions Tour event in Hickory, NC. The event formerly known as the Greater Hickory Classic at Rock Barn will now become the Ensure Classic at Rock Barn and be played September 27-October 3, 2010.

The Westin Savannah Harbor Golf Resort & Spa in Savannah, GA will once again serve as host to the Champions Tour's and PGA TOUR's longest running event with one single sponsor, the Liberty Mutual Legends of Golf, which enters its 33rd year. The Legends Division remains a two-man better ball event counting for official prize money and as an official win for each team members.

Major Championships (5)

The Champions Tour's lineup of major championships will feature four new top-rated venues: Colorado Golf Club designed by Ben Crenshaw located just outside of Denver, will host the Senior PGA Championship (May 24-30); Carnoustie Golf Club in Scotland will host the Senior British Open Championship (July 19-25); Sahalee Country Club near Seattle, WA will host the U.S. Senior Open and the Constellation Energy Senior Players Championship will move to TPC Potomac at Avenel Farm in Potomac, MD (Oct. 4-10). Crosswater Club at Sunriver Resort outside Bend, OR will host the JELD-WEN Tradition (Aug. 16-22) for the fourth straight year.

Charles Schwab Cup

The Charles Schwab Cup, now in its 10th season, designed to recognize the Champions Tour's leading player, rewards both top finishes and week-in/week-out consistency in all official events. Players receive points for top-10 finishes and ties based on each week's money distribution, with \$1,000 earned being the equivalent of one Charles Schwab Cup point. Double points will again be awarded at the five major championships and double points will also be awarded to the *entire* 30-player field at the season-ending Charles Schwab Cup Championship. The Season-long points competition kicks off in Hawaii with 26 official events and *The Road to the Charles Schwab Cup* culminates in San Francisco at Harding Park, site of the 2009 President's Cup, November 1-7, 2010, with \$2.1 million in payouts awarded to the season's top five leading performers with \$1 million to the winner.

Prize Money

\$51.5 million – Official Charles Schwab Cup (26 events)

\$770,000 – Challenge / Unofficial (one event)

Size of Field

In 2010, the field size for Champions Tour events will be 78 players, except at those tournaments that have specific eligibility criteria. See "Eligibility" Section of the Media Guide for details of a standard 78-player field.

Membership

Champions Tour members hail from around the globe. In 2010, 31 international players have full or partial Tour exemptions. Thirteen countries besides the United States are represented; they include Argentina, Australia, England, Germany, Japan, Namibia, New Zealand, Puerto Rico, Scotland, South Africa, Taiwan, Wales, and Zimbabwe.

World Golf Hall of Fame Members

The following 28 members of the World Golf Hall of Fame are members of the Champions Tour: (16 Hall of Fame members [in **bold**] are currently active): **Isao Aoki**, Deane Beman, Billy Casper, **Bob Charles**, **Ben Crenshaw**, Roberto De Vicenzo, Nick Faldo, **Raymond Floyd**, **Hubert Green**, **Hale Irwin**, Tony Jacklin, **Tom Kite**, **Bernhard Langer**, Gene Littler, Johnny Miller, **Larry Nelson**, Jack Nicklaus, **Greg Norman**, Arnold Palmer, **Gary Player**, **Nick Price**, Chi Chi Rodriguez, Charlie Sifford, **Curtis Strange**, Peter Thomson, **Lee Trevino**, **Lanny Wadkins** and **Tom Watson**. The 16 Hall of Fame members who are currently active account for 49 major championships and 287 PGA TOUR victories total, 194 Champions Tour titles including 27 Champions Tour Majors and over 354 International wins. Other members who played on the Champions Tour include Seve Ballesteros, Tommy Bolt, Julius Boros, Jack Burke, Jr., Paul Runyan and Sam Snead.

Fan Features

The Champions Tour's Fan Features are designed to give the Tour a distinct identity and complement the high level of skill displayed by its members in tournament play. The Champions Tour seeks to be the most approachable, accessible and fan-friendly arena, not only in golf, but in all of sports. The program has had significant impact as evidenced by the positive feedback received weekly from tournament organizers, sponsors and fans, with players actively participating and supporting the features. Fan Features include live television interviews during play, gallery in the fairway, honorary observers, caddie for a day, behind-the-scenes tours, junior clinics, a game-improvement platform, and more.

TV

20 of the 26 events will receive complete coverage on the GOLF CHANNEL with 3 events receiving early round coverage including the JELD-WEN Tradition and Liberty Mutual Legends of Golf. The GOLF CHANNEL is the TOUR's exclusive cable television partner that reaches some 82 million U.S. homes. Five events will have weekend network coverage including; the Outback Steakhouse Pro-Am, Senior PGA Championship, Senior U.S. Open and JELD-WEN Tradition telecast on NBC and the Liberty Mutual Legends of Golf on CBS. The Senior British Open will have coverage on ESPN & ESPN2

International TV

Champions Tour telecasts are distributed internationally in Canada, Europe, Africa, Middle East, Asia, Australasia, and Latin America through various distribution partners. The events air live, tape-delayed or in a highlights-package format in excess of 100 countries reaching over 70 million households.

Awards

The Champions Tour presents the following awards annually:

- Champions Tour Player of the Year/Jack Nicklaus Trophy
- Charles Schwab Cup
- Champions Tour Rookie of the Year
- Champions Tour Comeback Player of the Year
- Arnold Palmer Award (leading money-winner)
- Byron Nelson Award (scoring leader)
- CTTA "Bruno" Award (contributions to the Champions Tour)
- Champions Tour Charity of the Year
- Champions Tour Volunteer of the Year

In addition, the Champions Tour recognizes a Player of the Month (January through October).

“Rookies”

The Champions Tour ‘Rookie’ Class of 2010 includes exempt players (via All-Time Money) such as **Fred Couples**, a 15-time PGA TOUR winner who turned 50 Oct. 3, 2009 but did not play the Champions Tour following his successful captaincy of the 2009 U.S. Presidents Cup team. **Corey Pavin** (turned 50-11/16/09) a 15-time winner on TOUR and 2010 U.S. Ryder Cup Captain in Wales; **Paul Azinger** (turns 50 -1/6/10), is a 12-time winner on TOUR, and Captain of the victorious 2008 U.S. Ryder Cup team. Other names joining the Champions Tour in 2010 include PGA TOUR stars **Mark Calcavecchia** (6/12/10) and **Kenny Perry** (8/10/10). **Ian-Baker Finch** (10/24/10), winner of the 1991 British Open, will be eligible for the AT&T Championship in San Antonio, the final full field event of the season.

Australia’s **Peter Senior** will also be a “rookie” in 2010. Senior won the 2009 Champions Tour’s National Qualifying Tournament at TPC Scottsdale and earned fully-exempt status for 2010 along with rookies **Steve Haskins** and **Jim Roy**. Both Haskins and Roy are also fully exempt as a result of their top-five finishes in the Qualifying Tournament.

Other rookies eligible via the Career Victory Category include **Tommy Armour III** who turned 50 10/8/09 but did not play on the Champions Tour; **Ted Schulz** (10/2/2009), **David Peoples** (1/9/10), **Bobby Clampett** (4/22/10), **Jodie Mudd** (4/23/10), **Bill Glasson** (4/29/10), **J.L. Lewis** (7/18/10), **Tom Byrum** (9/28/10), and **Steve Lowery** (10/12/10).

Players who are still considered “rookies” in 2010, since they did not play the minimum six events in 2009, include **Curt Byrum** (three events in ‘09), **Michael Allen** (three events including a victory at the Sr. PGA Championship), **Robin Freeman** (three events), **Keith Clearwater** (five events), **Tom Pernice, Jr.** (one event, a victory at the SAS Championship), **David Frost** (five events), **Steve Jones**, **Robert Wrenn**, and **Trevor Dodds** turned 50 in 2009, but did not play in any Champions Tour events.

Other Players eligible to join the Champions Tour over the next four years include:

2010 – Frank Nobile (5/14/10), Mark Carnevale (5/21/10), Willie Wood (10/01/10)

2011 – Jim Gallagher, Jr. (3/24/11), Mark Brooks (3/25/11), Steve Pate (5/26/11), John Huston (6/1/11), Brad Faxon (8/1/11).

2012 – Kirk Triplett (3/29/12), Andrew Magee (5/22/12), Duffy Waldorf (8/20/12)

2013 – Bart Bryant (11/18/12), John Inman (11/26/12), Steve Elkington (12/08/12), Rocco Mediate (12/17/12), Vijay Singh (2/22/13), Billy Ray Brown (4/5/13), Jose Coceres (8/14/13)

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