**New enhancements to elevate Genesis Open status**

**on PGA TOUR in 2020**

***Tiger Woods-hosted event will join Nicklaus, Palmer tournaments in special category***

PACIFIC PALISADES, Calif., February 13, 2019 – PGA TOUR Commissioner Jay Monahan today announced that the Genesis Open will receive elevated status on TOUR with the implementation of several significant enhancements, beginning in 2020.

Joined by tournament host Tiger Woods and Euisun Chung, Manfred Fitzgerald and Erwin Raphael of title sponsor Genesis at The Riviera Country Club, Monahan highlighted several important changes for the tournament moving forward:

* The Genesis Open will move to invitational qualifying status and reduce its field from 144 players to 120;
* The champion will receive a three-year PGA TOUR exemption, an increase by one year over the standard winner’s exemption on TOUR;
* The purse will grow to $9.3 million, among the largest on TOUR and an increase of $1.9 million over the 2019 purse. The winner’s share will be $1.674 million;
* In collaboration with the tournament’s broadcast partners, recognition of Woods’ vast accomplishments as a player and his philanthropic work through the TGR Foundation will be amplified through the telecasts and promotion of the tournament.

These elements will put the Genesis Open in select company on TOUR alongside the Memorial Tournament presented by Nationwide and the Arnold Palmer Invitational presented by Mastercard. Jack Nicklaus’ Memorial Tournament began awarding a three-year exemption and elevated purse in 2016 and Palmer’s tournament did so the following year.

“In recognition of Tiger’s place alongside Jack and Arnold as a modern-day golf icon who hosts a home-based PGA TOUR tournament, plus the common thread of doing exceptional philanthropic work through his TGR Foundation, elevating the Genesis Open is an important and deserved step toward further cementing Tiger’s legacy in our sport,” Monahan said. “This announcement comes at a particularly relevant time as Tiger continues to chase history and Sam Snead’s record of 82 PGA TOUR victories.

“Tiger is fully committed to continuing the growth of all aspects of the tournament, a vision shared by Genesis as the title sponsor,” Monahan added. “We look forward to working with Tiger, TGR Foundation and the team at Genesis to fulfill our common goal.”

TGR Live became the tournament host organization with TGR Foundation the primary beneficiary in 2017, the same year Genesis took over as title sponsor.

“I’m honored and grateful that the Genesis Open will receive elevated status and join Arnold’s and Jack’s tournaments,” Woods said. “To be included with two of the greatest golfers of all-time, in my hometown and at an event that benefits my TGR Foundation is something I could never have imagined when I first visited Riviera with my Pop. I would like to personally thank Genesis, the PGA TOUR and all those that made this dream happen.”

“We are proud of the partnership we’ve had with Tiger Woods, the TGR Foundation and the PGA TOUR thus far and we look forward to elevating the tournament to new heights,” said Chung, Executive Vice Chairman, Hyundai Motor Group. “From the beginning, we have always seen a strong alignment between the sport of golf and the Genesis brand. Both are centered on respect, integrity, mutual admiration and innovation. We look forward to a long-lasting partnership with one of the greatest golfers the world has ever seen, not only for the success of the tournament, but also for the benefit of the communities and individuals we will have the privilege to serve.”

The newest Genesis product, the G70 luxury sport sedan, has garnered broad acclaim winning several major industry awards including both of the most prestigious - 2019 North American Car of the YearTM and MotorTrend 2019 Car of the Year. The G70 is joined in the brand’s product portfolio by the Genesis G90 and G80 luxury sedans.

The Genesis Open begins tomorrow with three-time tournament winner Bubba Watson defending his latest title at The Riviera Country Club.

About the Genesis Open

The Genesis Open, L.A.’s PGA TOUR event, is bringing the next chapter in championship golf to The Riviera Country Club February 11 – 17, 2019. One of the most historic and longest-running events on the PGA TOUR, the tournament celebrated its 92nd playing in 2018 as Bubba Watson won the event for a third time. With TGR Live serving as the event management company for the Genesis Open, the TGR Foundation is the primary benefiting charity, with proceeds from the event supporting the foundation’s college-access programs in Southern California. The tournament’s title sponsor is Genesis, a global luxury car brand that delivers the highest standards of performance, design and innovation in its vehicles. For more information, visit GenesisOpen.com and follow the tournament on Facebook, Twitter and Instagram @GenesisOpen.

About TGR Live, A Tiger Woods Venture

For more than 20 years, TGR Live has exclusively organized and managed fundraising events supporting the TGR Foundation. It focuses solely on creating amazing experiences for the foundation’s clients at world-class events. TGR Live provides a variety of services including hospitality management, public relations and marketing, tournament operations, and sponsor sales at PGA TOUR and signature events which benefit the foundation. While many TGR Live events are televised, TGR Live does not provide TV or video production. For more information, visit TGRLive.com or follow us on Facebook, Twitter and Instagram @TGRLiveEvents.

About TGR Foundation, A Tiger Woods Charity

For more than 20 years, TGR Foundation has worked to create a world where opportunity is universal and potential is limitless. With an unwavering commitment to impact an entire generation, our mission is to empower students to pursue their passions through education. We are pioneers in positive youth development, encouraging self-advocacy skills in young people. Our programs foster a growth mindset, instilling in students the strength and skills to persevere and define their own path. Through our award-winning STEM curricula, college-access programs, digital platforms and educator professional development, TGR Foundation offers underrepresented students the resources and support needed to thrive in school and beyond. For more information, visit TGRFoundation.org or follow us on Facebook, Twitter and Instagram.

About Genesis Motor America

Genesis Motor America, LLC is headquartered in Fountain Valley, Calif. Genesis is a global luxury automotive brand that delivers the highest standards of performance, design and innovation. All Genesis vehicles sold in the U.S. are covered by an industry-leading warranty with enhanced roadside assistance and concierge services. Within the past year, Genesis has won highest-ranked brand in the automotive industry awards for quality and owner satisfaction from industry experts such as J.D. Power, AutoPacific, and Strategic Vision. The newest Genesis product, the G70 luxury sport sedan, has garnered broad acclaim being named the 2019 North American Car of the YearTM, the MotorTrend 2019 Car of the Year, as well as a category winner in the Car and Driver 2019 10Best awards, among several others.

For more information on Genesis and its new definition of luxury, please visit [www.genesis.com](http://www.genesis.com).

Please visit the media site for the latest news at [www.genesisnewsusa.com](http://www.genesisnewsusa.com).

Genesis Motor America on [Twitter](https://twitter.com/GenesisUSA) | [YouTube](https://www.youtube.com/genesisusa) | [Facebook](https://www.facebook.com/GenesisMotorAmerica/) | [Instagram](https://www.instagram.com/genesis_usa/)

About PGA TOUR

By showcasing golf’s greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR co-sanctions 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 Series-China. Members on the PGA TOUR represent the world’s best players, hailing from 25 countries (88 members are from outside the United States). Worldwide, PGA TOUR tournaments are broadcast to more than 1 billion households in 226 countries and territories in 23 languages. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving. In 2018, tournaments across all Tours generated a record $190 million for local and national charitable organizations, bringing the all-time total to $2.84 billion.

The PGA TOUR’s web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Florida.