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BUSINESS



PRESS RELEASE

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Comcast Business Sponsors TOUR TOP 10

“Comcast Business TOUR TOP 10” highlights FedExCup Regular Season performance on the PGA TOUR

PHILADELPHIA – March 30, 2021 – Comcast Business announced today that it has signed a multi-year deal with the PGA TOUR to sponsor the Comcast Business TOUR TOP 10 starting with the current 2020-21 PGA TOUR Season.

The Comcast Business TOUR TOP 10 emphasizes player performance by rewarding the top players in the FedExCup standings at the end of the FedExCup Regular Season. The current ‘super season’ schedule, which features 50 official FedExCup tournaments, the most in a season since 1975 (51), promises to deliver an incredibly compelling finish.

“We appreciate the support of Comcast Business in highlighting the PGA TOUR’s top 10 performers from the FedExCup Regular Season and recognizing the hard work players put into every PGA TOUR season to play their best,” said Andy Pazder, PGA TOUR Chief Tournaments and Competitions Officer. “Navigating the FedExCup Regular Season is extremely challenging as players get into the best position possible for the FedExCup Playoffs. Our ‘super season’ of 50 events features more FedExCup points than ever before, which raises the importance of every event and every shot. Finishing within the Comcast Business TOUR TOP 10 means you were able to rise to the top as a result of exceptional performance throughout the Regular Season.”

Finishing among the top 10 entering the FedExCup Playoffs is an important goal for players looking to position themselves for a run at the coveted FedExCup. At the end of the FedExCup Regular Season, as part of the Comcast Business TOUR TOP 10, a \$10 million bonus is shared among the top 10 finishers in the FedExCup standings.

“We could not be more excited to partner with the PGA TOUR to sponsor the new Comcast Business TOUR TOP 10,” said Bill Stemper, President, Comcast Business. “Our shared commitment to delivering premier experiences and enabling the highest levels of performance make this partnership a natural fit. We look forward to the continued growth of the Comcast Business TOUR TOP 10 and to an exciting finish to this year’s FedExCup Regular Season. Best of luck to all the players!”

The inaugural Comcast Business TOUR TOP 10 will be determined at the conclusion of the 2021 Wyndham Championship, the final event of the FedExCup Regular Season prior to the kickoff of the FedExCup Playoffs at THE NORTHERN TRUST. The leader in FedExCup points through the Wyndham Championship will earn the top spot in the Comcast Business TOUR TOP 10 in addition to a \$2 million prize, followed by \$1.5 million for the runner-up with the 10th-place finisher earning \$500,000.

“Comcast Business is proud to kick off this exciting, strategic partnership with the PGA TOUR and to recognize the incredible accomplishments of this year’s FedExCup Regular Season winners,” said Eileen Diskin, CMO, Comcast Business. “We value being part of the PGA TOUR and our ability to help spotlight the best players in the game. This partnership provides us with the most distinguished golf platform to engage, support and influence our customers and prospects.”

Comcast Business TOUR TOP 10 updates will be integrated into NBC Sports' PGA TOUR tournament coverage on GOLF Channel and NBC, as well as studio coverage on *Golf Today* and *Golf Central Presented by Callaway Golf* on GOLF Channel in the buildup to the final event of the FedExCup Regular Season.

"As a foundational media partner of the PGA TOUR and a part of the Comcast family, we're thrilled to amplify the Comcast Business TOUR TOP 10 on NBC and GOLF Channel throughout the FedExCup Regular Season, emphasizing season-long performances by the world's top golfers each week as they battle for position in the FedExCup Playoffs," said Tom Knapp, executive vice president, partnerships and programming, NBC Sports.

In 2019, Brooks Koepka earned the top spot in the TOUR TOP 10, while Justin Thomas garnered the honor in 2020 on the strength of three FedExCup Regular Season victories. Bryson DeChambeau holds a narrow lead over Justin Thomas in the current standings.

About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services. For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

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, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry 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 29 countries and territories (94 members are from outside the United States). Worldwide, PGA TOUR tournaments are broadcast to 216 countries and territories in 28 languages. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$3.2 billion.

Fans can follow the PGA TOUR on PGATOUR.COM, the No. 1 site in golf, on the [PGA TOUR app](#) and on social media channels, including [Facebook](#), Instagram (in [English](#), [Spanish](#) and [Korean](#)), [LinkedIn](#), [Twitter](#), [WeChat](#), [Weibo](#), [Toutiao](#) and [Douyin](#).

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