

A BRIEF HISTORY AND ORIGINS OF THE

PGA TOUR & LIV GOLF

1916

Professional Golfers' Association of America is founded at the Taplow Club in New York City at a meeting arranged by Rodman Wanamaker, heir to Wanamaker's Department Stores, now known as Macy's

1925

The Tour is starting to catch on, offering \$77,000 in total prize money

1961

Abolition of the "Caucasian-only clause" that remained in PGA of America's by-laws since 1931, preventing non whites from membership

1950'S-1960'S

Explosion of the sport of golf with televised tournaments, President Eisenhower, and superstars like Arnold Palmer

JULY, 1968

"American Professional Golfers, Inc" (APC) is formed by tournament players and separates from PGA after disagreements regarding prize money and abundance of club professionals in tournaments

DECEMBER, 1968

The APC and PGA tour reach an agreement, forming the PGA "Tournament Players Division", helmed by a 10 member Tournament Policy Board, which included four players

1975

Officially changed name to the PGA TOUR

1978

Removed the restriction on women, though none have joined since

1980

Introduction of "stadium golf" with the opening of TPC Sawgrass. TPC Sawgrass would then become the permanent home of THE PLAYERS Championship in 1982

1981

Marketing dispute with the PGA of America briefly forced the PGA TOUR to change its name to the TPA TOUR, or the "Tournament Players Association", until a settlement was reached seven months later



PGA TOUR

1986

Greg Norman, future chief executive of LIV Golf Investments, wins first major at the Open Championship, which he'd win again in 1993

1993

Under the administration of the second commissioner, Dean Beaman, the Tour experienced rapid growth. Winnings increased from \$730,000 in 1974 to over \$200 million in 1993, and revenue increased from \$3.9 million to \$229 million in that time

JUNE, 1994

Tim Finchem takes over as commissioner, ushering in a new golden era of golf

1994

The President's Cup, a tournament pitting players from the United States against Players from the rest of the world, minus Europe, is introduced



NOVEMBER, 1994

Weeks after Norman's announcement, Arnold Palmer gives caution at a PGA TOUR players meeting to any players who might defect to the World Golf Tour

DECEMBER, 1994

New commissioner, Tim Finchem, speaks out against the World Golf Tour saying that he and Norman "both [agree] that a confrontation would not be in the best interest of the game of golf"



1997

The PGA TOUR announces three new tournaments scheduled to begin in 1999, called the World Golf Championships. The style of play is based off of Norman's 1994 proposal, set to have the best players and the biggest prizes

2007

Golf becomes a season long sport, including playoffs, when the FedEx Cup is introduced

LIV GOLF



NOVEMBER, 1994

Greg Norman announces a schedule for The World Golf Tour, a series separate from the PGA TOUR where the 40 best players in the world travel the globe playing for their share of three million dollars at each event



DECEMBER, 1994

Following Tim Finchem's announcement, Greg Norman tries to push forward, but no golfers follow, causing the World Golf Tour to collapse



PGA TOUR



2017

Jay Monahan takes office as the fourth commissioner of the PGA TOUR, and remains commissioner to this day

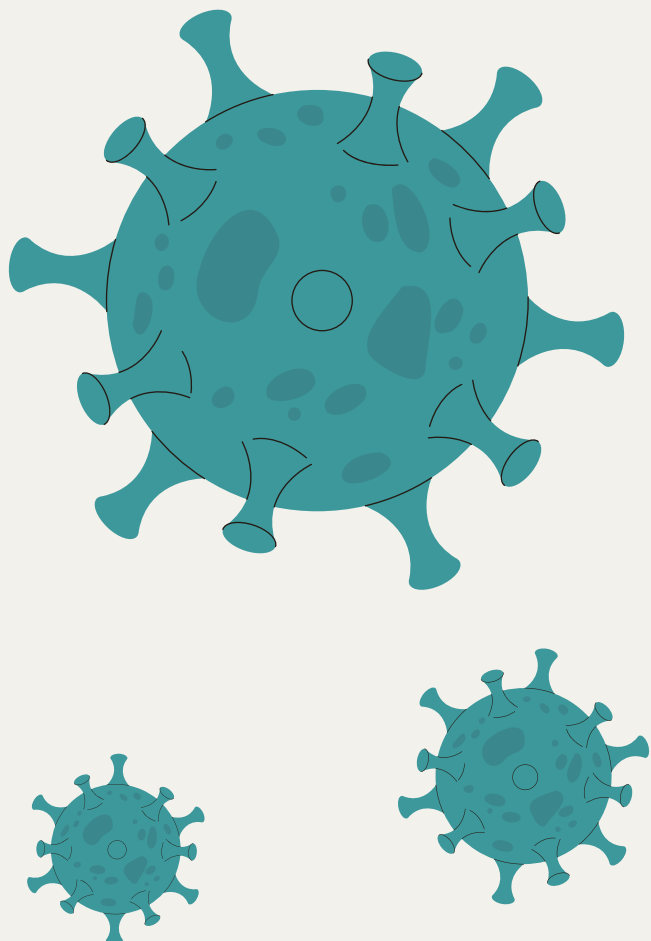


JANUARY, 2020

New commissioner, Jay Monahan, informs players that they won't be allowed to play in both the PGA and PGL

MARCH, 2020

Many investors are being linked to the PGL, including the Public Investment Fund of Saudi Arabia (PIF). Now world #1 and four time major champion Rory McIlroy is the first to speak out, stating: "I didn't really like where the money was coming from"... "I wanted to be the first one to speak out against it. I'm glad that I have"



LIV GOLF

2014

Andy Gardiner, of the newly formed and UK-based World Golf Group, proposes a new concept called the World Golf Series



2018

The World Golf Series' proposal is made public, entailing a schedule of 15-20 events each with a prize pool of \$20 million. However, such a format wouldn't generate Official World Golf Ranking points needed to qualify for major championships

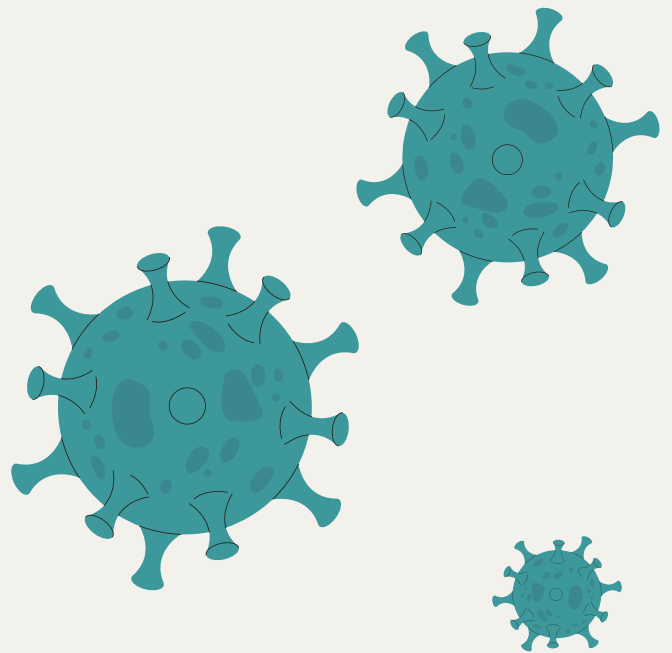
JANUARY, 2020

The World Golf Series begins to gain momentum and solidifies its format. 48 players will form 12 four-man teams, similar to Formula 1 racing, and play 54 holes beginning with a shotgun-start. This means no camera cuts and nonstop action. By the end of January, there is even a new name, the Premier Golf League, or PGL



MARCH, 2020

A global pandemic shocks the world. Covid-19 sweeps the planet, shutting down nearly everything, including professional golf



PGA TOUR

NOVEMBER 2020

The PGA TOUR and the European Tour form a strategic alliance with the goal of creating a global golf schedule with larger winnings and more abundant opportunities for players

JANUARY, 2021

The Tour puts in place an annual Player Impact Program, a prize pool of \$40 million awarded to the 10 most valuable players to the Tour. Critics believe this was the best defensive move against new leagues like the PGL



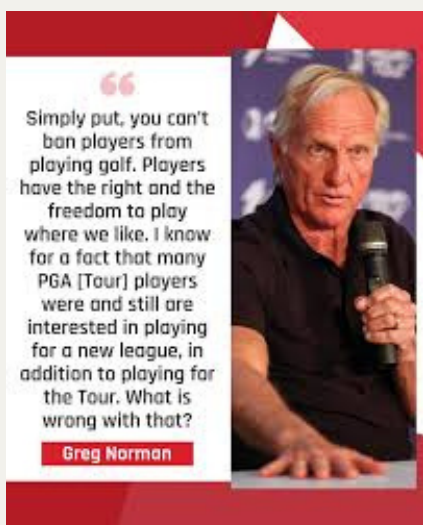
NOVEMBER, 2021

In an attempt to defend against LIV poaching their players, commissioner Monahan sends out a memo to all players detailing an increase in prize money from \$367 to \$427 million in 2022



FEBRUARY 24, 2022

Jay Monahan sends a message to players while at the Honda Classic. People who want to leave can go, but risk facing a lifetime ban from the PGA TOUR



LIV GOLF



MAY, 2021

In a bombshell report from *The Telegraph*, many of the leading pros in the PGA TOUR have received offers between \$30-\$50 million to defect and join the PGL. Leading the pack is Phil Mickelson, who was reportedly offered up to \$100 million. The PGL is renamed the Super Golf League

OCTOBER, 2021

Greg Norman makes his return and announces in multiple interviews that he has accepted the position of CEO of LIV Golf Investments, who are primarily backed by the PIF. He is also expected to become commissioner of the Super Golf League, now managed by LIV



FEBRUARY 22, 2022

While playing in the Saudi International, Phil Mickelson tells *Golf Digest* "It is the Tour's obnoxious greed that has really opened the door for opportunities elsewhere"



FEBRUARY 24, 2022

Greg Norman responds to Monahan's comments in a letter with an unnerving start: "Surely you jest. And surely, your lawyers at the PGA TOUR must be holding their breath". He ends it in a menacing way as well, stating: "Commissioner - this is just the beginning. It certainly is not the end"

PGA TOUR

MARCH 8, 2022

Monahan responds at a press conference at the Players Championship, delivering a stern message: "We are and we always will be focused on legacy, not leverage," refusing to name LIV Golf or Greg Norman even once



JUNE 9, 2022

On the start date for the LIV 2022 season, shortly after the first tee shots, Monahan sends a letter to all tour players. He announces suspensions and bans for the 17 players who had connections with the PGA. This includes being unable to play in the upcoming Presidents Cup. Ian Poulter, now with LIV, announces appeal



LIV GOLF



MARCH 16, 2022

LIV officially announces its schedule for 2022. Consisting of eight events starting on June 9th in London, players will compete for a whopping \$225 million in winnings, along with bonuses for team play.

MAY 10, 2022

Norman calls the Tour an "illegal monopoly" after 19 of the top 100 players were unable to acquire approved releases to join LIV. He also informs media outlets that LIV Golf has received another \$2 billion in funding from the Saudis.

MAY 31, 2022

Dustin Johnson, former #1 golfer in the world for 64 straight weeks, and someone who pledged loyalty to the PGA TOUR earlier in the year, accepts \$125 million offer from LIV. Also joining him are PGA and European legends Sergio García, Ian Poulter, Lee Westwood, and Martin Kaymer, along with young gun Taylor Gooch

JUNE 6, 2022

LIV has its biggest win yet, signing Phil Mickelson to a multi-year contract, estimated to be worth \$200 million



JUNE 11, 2022

Charl Schwartzel wins the first LIV event, raking in a monstrous \$4.75 million in total. During the event, it is announced that Patrick Reed, Bryson DeChambeau and Pat Perez have also defected from the Tour to join LIV, landing another massive blow against the PGA

JUNE 21, 2022

Brooks Koepka, a four time major winner, signs with LIV after saying he "hadn't given it that much thought" just days before at a US Open press conference. Also swapping around the same time are tour winners Matthew Wolff and Carlos Ortiz

PGA TOUR

JUNE 22, 2022

At the Travelers Championship, commissioner Monahan hosts a press conference announcing changes to the Tour and calling out LIV. The Tour will now run January through August, with a set of events taking place in the fall, in which the top 50 in the FedEx Cup compete for \$20 million prizes, which are all bolstered again. He calls LIV "an irrational threat, one not concerned with the return on investment or true growth of the game".

JULY 1, 2022

The DP World Tour, previously the European Tour, issues £100,000 fines to players who've competed in LIV events without receiving approved releases, banning those same players from competing in the three events it co-sanctions with the PGA Tour

JULY 12, 2022

Tiger Woods, widely considered one of, if not the greatest golfer ever, took the podium on Tuesday at the Open to share his thoughts on the LIV situation. "The players who have chosen to go to LIV Golf and play there ... they've turned their back on what has allowed them to get to this position"

JULY 20, 2022

Henrik Stenson is removed from Europe's Ryder Cup captainship after it was announced he'd be joining LIV Golf



AUGUST 9, 2022

The request of LIV golfers Talor Gooch, Matt Jones, and Hudson Swafford for a temporary restraining order was denied by a judge in California. The restraining order would have allowed them to compete in the FedEx Cup Playoffs sanctioned by the PGA TOUR

LIV GOLF



JULY 27, 2022

It is announced that LIV will push its plans a year forward, applying more pressure to the PGA. There will now be 14 events instead of 10 in 2023, while still retaining the 48 player format

AUGUST 3, 2022

An antitrust lawsuit, "Mickelson et al. v. PGA Tour," is filed by 11 LIV golfers against the PGA Tour, alleging an unlawful monopoly and restraint of trade. Trial is set for September 2023 in a US District court in California

AUGUST 9, 2022

The *Telegraph* reports that the #2 player in the world, Cam Smith, 2022's the Open champion, signed a \$100 million deal with LIV



PGA TOUR

AUGUST 16, 2022

Tiger Woods and Rory McIlroy hold a players-only meeting during the BWM Championship.

The goal is to make changes to the Tour's schedule and structure, with a focus on rewarding the top players in the Player Impact Program, while also getting them to play the events together more often. When the meeting ended, a full proposal was sent to PGA TOUR commissioner Jay Monahan.

AUGUST 24, 2022

Monahan announces a revolutionized Tour schedule, including 12 "elevated events". These events will host the top players of the Player Impact Program, ensuring the best players will compete at least 17 times a year between these "elevated events" the four majors, and the Players Championship. Prize pools will also now average \$20 million an event, and base earnings have been boosted to \$500,00 a year, \$5,000 being issued to golfers who miss a cut and aren't full PGA members

Mohanahan was asked if any LIV golfers could return after these announcements, and his response was a quick: "No." Most have been suspended into the 2024 season

AUGUST 24, 2022

Tiger Woods and Rory McIlroy also announce TGL, a "new tech-infused golf league" partnered with the PGA. This league will feature six teams of three PGA TOUR golfers, with 15 regular season primetime Monday night matches, followed by semifinals and finals matches, kicking off in January 2024



SEPTEMBER 29, 2022

The PGA TOUR files a countersuit against LIV Golf claiming that LIV Golf induced players to breach contracts when offered "astronomical sums of money"



LIV GOLF



AUGUST 30, 2022

Rumours are confirmed, as Cameron Smith joins LIV Golf, becoming the highest ranked player to be bought out by LIV. He is also joined by Joaquin Niemann, Harold Varner III, Marc Leishman, Cameron Tringale, and Anirban Lahiri



OCTOBER 26, 2022

LIV earns its first legal win against the PGA. A California judge ruled that the plaintiffs, LIV Golf, should receive more flexibility in the case against the PGA, and that the PGA should "provide more detailed information regarding its internal and external communications about LIV Golf"

PGA TOUR

LIV GOLF

NOVEMBER 7, 2022

Rory McIlroy urges the PGA TOUR and LIV Golf to end feud, in hopes that the conflict won't negatively affect the future of the sport

NOVEMBER 15, 2022

McIlroy said in a press conference at the DP World Tour Championship that in order for the PGA and LIV to reach an agreement, Greg Norman needs to step down as the CEO of LIV Golf: "I think Greg needs to go. I think he needs to just exit stage left"

NOVEMBER 29, 2022

Tiger Woods backs up McIlroy at a press conference before before the annual Hero World Challenge that Woods hosts himself. When asked if he thought peace talks could happen, Tiger had this to say: "Not right now, not with their leadership, not with Greg there and his animosity towards the Tour itself, I don't see that happening. As Rory said, and I said it as well, I think Greg's got to leave and then we can eventually, hopefully, have a stay between the two lawsuits and figure something out."



DECEMBER 5, 2022

It is announced that the QBE Shootout will become a mixed-team event starting in 2023, making it the first mixed gendered event in the PGA since 1999



DECEMBER 5, 2022

Greg Norman pushes back against Woods and McIlroy, arguing that "maybe, maybe, it's my leadership that has them scared. Maybe..."



AND THAT'S IT FOR NOW! I WILL CONTINUE TO ADD TO THIS TIMELINE, SO CHECK BACK FOR UPDATES, BUT FOR NOW IT'S ON TO THE INTERVIEWS!