

PGA TOUR Title Sponsor / Global Partner Exclusivities

3M – Products and technologies of the Industrial, Safety and Graphics, Health Care, Electronics and Energy, and Consumer business segments

AT&T – Communication Services to incorporate

Wireless Services	Monitoring/Security
Wireline Services – Voice & Data Services	Mobile Payment Systems
Video and Audio Services	Connected Car
Advertising, Publishing and Search Engines	Data Analytics
Enterprise/Small Business Services	Public communications
Cloud Computing	Directory and operator assistance services

American Express

CATEGORY:

Primary Exclusive Category

1. Payment products, payment services and payment systems and methods, including but not limited to credit cards, charge cards, debit cards, ATM cards, prepaid cards, gift cards, payment networks, payment processors, contactless cards with payment system functions, peer to peer payments, digital payments, electronic payments, mobile payments, biometric payments, contactless payments systems, digital wallets, travelers checks; vouchers; membership rewards and loyalty currency programs; cryptocurrency/blockchain payments; biometric platforms and networks used for payment; cash, and other cashless or cash-converting (e.g., cash to card or other form factor) products; mobile commerce payments; and installment payments and payment plans. For clarity, primary competitors include, without limitation, Discover, Mastercard, and Visa.

Secondary Exclusive Category

2. Banking and financial services, including but not limited to consumer retail banking, private banking, commercial and business banking, corporate

investment banking products and services, remote and other payment and settlement services, online banking, all deposit services offered by or through a financial institution, including checking and savings accounts, direct deposit, individual retire accounts, College 529 Plans, certificates of deposit, safe deposit boxes, ATMs, foreign currency exchange, telephone banking, electronic banking, wire transfers, payroll servicing, bank by mail, personal trusts, financial planning services, asset/wealth management, investment management/advisory, private equity, ETFs, commercial paper, derivatives, credit trading, currency trading, secured and unsecured lending, personal loans, student loans, financing (automotive, boats, planes, trailers, etc.), home equity loans, business equipment loans, commercial bank loans and commercial bank lines of credit; mortgage companies, savings and loans, savings banks, and any other financial institution providing a broad range of banking, asset management, deposit and/or trust and estate services; stock and bond brokerage businesses, insurance business and related investment advisory activities, and mutual fund businesses

3. Travel and concierge services, including without limitation, travel concierge services, restaurant/dining concierge or booking services, travel planning services, business travel consulting services, travel agents,

travel brokers, and any booking platforms (i.e., Expedia, Orbitz, Resy), and travel brands, including without limitation, airlines, hotels and car rental companies.

MASTERCARD – Title Sponsor acknowledges TOUR’s official marketing relationship with Mastercard and that Mastercard shall receive certain benefits and exposure across TOUR’s platforms including the right to promote its products and services with TOUR Marks, subject to the following restrictions.

Notwithstanding the above, TOUR explicitly acknowledges and agrees that Mastercard’s rights and benefits will not extend to the Tournament. For clarity, Mastercard will not receive any marketing, sponsorship, promotional, or branding rights and benefits in connection with the Tournament, including, without limitation, on-site branding (including the TOUR provided digital scoreboards), any digital branding within Tournament run or dedicated digital platforms or in and around Tournament-related content or assets, the right to promote or market any cardholder/customer benefits (including but not limited to concessions, merchandise and ticketing discounts, offers, or incentives of any kind, including at any physical or digital points of purchase) specific to the Tournament, Pro-am spots or other Tournament access benefits, hospitality benefits (except as authorized herein), or rights to promote, market or associate with the Tournament in any way.

Barbasol – Exclusive category shall mean products in the shaving category, including cream, gel, balm, razors, and after shave.

Barracuda – Exclusive category shall mean information technology solutions providers specializing in network and application security, data storage, data protections, electronic signatures, archiving, and digital recovery.

Bermuda - Travel and Tourism, Resort Destinations.

BMW – Shall mean any other entity whose primary business includes passenger vehicles and commercial road vehicles (powered by fuel, battery, or any alternative energy source and regardless of the number of wheels), including but not limited to:

1. Passenger Cars
2. Light commercial vehicles
3. Heavy goods vehicles (including trucks)
4. Motorcycles / Motorcycle Helmets
5. Car Sharing
6. Automobile Financing and leasing
7. Breakdown and recovery services for the passenger and commercial road vehicle listed in item 1 above exclusive of Allstate Roadside as long as Allstate Roadside continues to support BMW Roadside Service and is listed as BMW Roadside Service (Allstate Roadside) on any communication/signage.
8. Special security vehicles
9. Vehicle parts (including engines)
10. Bicycles
11. Children’s motorized vehicles

Bridgestone – Competitors shall mean any other entity whose primary business is in the automotive tires and golf equipment (primarily golf balls and clubs, by brand) category.

Television exclusivity:

Television Exclusivity. TOUR represents and warrants that, pursuant to its agreements with the Carrier, the Carrier will not be permitted to air advertising units or other commercial exposure of Competitors during the television broadcast of the Tournament

(subject to the terms of a separate agreement among TOUR, the Carrier and Title Sponsor regarding the scope of such exclusivity). In addition, TOUR acknowledges Title Sponsor's concerns regarding Competitors receiving unplanned or "ambush" commercial exposure during the television broadcast of the Tournament and will convey such concerns to and facilitate discussion with Carrier in an effort for such exposure to be avoided. TOUR will work with Carrier to ensure that there is no Competitor sponsored blimp coverage or exposure in the telecast.

1. Tires

Michelin

Dunlop

Goodyear

Continental Tires

B.F. Goodrich

Pirelli

Uniroyal

Cooper Tires

Kelly Tires

Yokohama

Sumitomo

Toyo

Ohtsu

Kumho

Hankook

General Tire

2. Golf Equipment and Golf Balls (by brand)

Mizuno

Dunlop

Taylor-Made

Titleist

Srixon

Callaway

Pinnacle

Maxfli

Top Flite

MacGregor

Tommy Armour

Slazenger

Adams Golf

Footjoy

Ping

Nike

Addidas

Cleveland Golf

Citi –

any other entity whose primary business includes consumer retail banking (meaning the offering of checking and savings accounts, loans and mortgages, and online banking to retail customers) and/or issuing credit cards, inclusive of debit cards, prepaid cards, and affinity cards and electronic payment products, including mobile and contactless payment systems (i.e., PayPal, Apple Pay, Venmo, Square, etc.), and financial services related to cryptocurrencies

Competitors (Not All):

Chase

HSBC

Bank of America

Amex

MasterCard*

Wells Fargo

Barclays

Visa

Santander

UBS

Capital One

*MasterCard is an exception and has specific parameters described in Section 2.5 Television, (b) Ad Units, ii Exclusivity, b. 2021 Tournament

List may be updated by Citi by or before January 15, 2021 in conjunction with the 2021 event

Charles Schwab – Securities brokerage products and services including investment help and advice related to such services

Competitors:

Merrill Lynch, Fidelity, TD Ameritrade, E-Trade, Morgan Stanley, Scottrade, Edward Jones, Raymond James, Vanguard, Ameriprise, LPL Financial

CJ –

1. Food service (i.e. the provision of food products to culinary professionals and retailers)
2. Processed Food (e.g. processed rice, convenience, seasoning, sauce, traditional Korean paste)
3. Chilled Food (e.g. Noodles, kimchi, seafood, frozen food, tofu, dumpling, processed meat, egg, dessert)
4. Health Food (e.g. Nutrient, vitamin, and mineral enhanced foods)
5. Wet/dry ingredients (e.g. sweeteners, flour, cooking oil)
6. Casual and Fine Dining Restaurants, excluding cafes

Coca-Cola –

“Product Category” means all non-alcoholic beverages (i.e., anything consumed by drinking) except for Nutritional Beverages (“NBs”), whether or not such beverages (i) contain nutritive or food, OR (ii) are in a frozen form, including without limitation carbonated soft drinks, non-carbonated beverages, juice and juice drinks, all waters, sports drinks (isotonic drinks), teas and tea drinks, coffees and coffee drinks, frozen beverages, and milk and milk-based beverages. This definition applies without regard to the beverage’s labeling or marketing. Powders, syrups, herbs (such as for tea), beverage bases (e.g., beverage pods) for use in beverage making systems and/or beverage output(s) of such technology, and concentrates, are deemed to be included in this definition. For the avoidance of doubt, “flavor enhancers,” “liquid water enhancers,” and non-alcoholic beverages sold as “shots” or “supplements” are considered Beverages. Notwithstanding the foregoing, “Beverages” does not include non-alcoholic beers and wines, Energy Drinks, or consumer based beverage making system technology (excluding the related items specifically addressed above). All beverages containing alcohol are specifically excluded. For purposes hereof, “Nutritional Beverages” or “NBs” shall mean Beverages, in a ready-to-drink or powder form, that provides a blend of protein, vitamins and minerals used to affect metabolic function, muscular replenishments, as a protein supplement, and/or used for meal replacement, but is not used for or marketed as having hydration benefits and is not marketed as a “water,” “Sports Drink” or an “Energy Drink.” Current examples of NBs include Met-RX[®], Muscle Milk[®], Gatorade[®] Nutrition Shake, Ensure[®], and Myoplex[®]. NB’s shall not include Beverages that contain juice, juice concentrate, coffee, tea, or milk as an ingredient.

DEAN & DELUCA –

Upscale Grocery stores (e.g. Whole Foods, Trader Joes, Central Market, Fresh Market, Fresh & Easy or Sprouts)

Specialty food focused retailers (e.g. Williams Sonoma, World Market, Harry & David, Sur la Table)

Online Gourmet Food Sellers (iGourmet.com, Zingermans.com, Mackenzie.com)

Gourmet Cafes (e.g. Starbucks, Pret or Panera Bread)

Dell – Computer and PC original equipment

Tablet computers

Server-storage

Cloud-based services

IT Services (including hardware maintenance and support services, technology hardware configuration and deployment services, and IT consulting services)

Computer security solutions

Farmers Insurance - consumer property, casualty and liability insurance (including life, home, auto), commercial property, casualty and liability insurance, re-insurance, insurance brokerage and insurance services

FedEx –

- (a) Photocopying (color and black and white copying); printing; digital printing; digital imaging; binding; mounting; laminating; blueprinting; desktop publishing; large format printing (including the production of banners and cut vinyl signs); video teleconferencing; facsimile services; providing computer access to online email services from retail locations, packaging and shipping services; on-site computer rentals; retail sales (including online and other channels) of office supplies (except as Category Exclusivity is limited by Section 2.5.5 below and not including specific branded office supplies) providing access to a computer for a fee for the purpose of using the internet; document exchange; passport photography; digital photo processing services; word processing and typing services; and,
- (b) Document, package and freight transportation and delivery services (express and deferred (*i.e.*, more than two (2) days in transit)); freight forwarding services; courier services; logistics and supply chain services solely with regard to the movement and distribution of documents, packages and freight around the world

Competitors: CNF Corporation, Deutsche Post/DHL/Airborne Worldwide Services, United Parcel Services, Emery Worldwide Express, Burlington Express, MS Carriers, U.S. Freightways, XPO Logistics (formerly Con-way), Overnite, Consolidated Freightways, YRCW/Yellow Freightways, Roadway, ABF Freight System, Ryder System, C.H. Robinson Worldwide, Hub Group, Schenker Stinnes Logistics, Tibbet & Britten, Mitsubishi Logistics (as opposed to Mitsubishi Electronics) , Danzas-AEI, Panalpina, Nippon Express, Kuhne & Nagel, Exel/MSAS, EGL Global Logistics, Expeditors International, Fritz Companies, i2 Technology, the United States Postal Service, Staples, Office Depot, Office Max, Pitney Bowes, Xerox, Alpha Graphics, Docu-Mart, Icon, Sir Speedy, ArcBest, Agility, Amazon (solely with respect to shipping and delivery services – for the avoidance of doubt, Amazon may not be offered as a carrier for items ordered through TOUR content on Amazon.), Australia Post, Bolllore Logistics, CEVA Logistics, China Post, DSV Air and Sea, Inc. DPD, Eastern Connection, Emery Worldwide, Golden State Overnight, Estes, Estafeta (Mexico), Hellman, Japan Post, Kerry Logistics, KWE, La Poste / Geodis, LaserShip, Lone Star Overnight, Uber (with respect to shipping and delivery services), Newgistics / Cornerstone, NordPost, ODFL (Old Dominion Freight Line), On Trac, Parcel Pool / International Bridge, Purolator / Canada Post, R & L Carriers, SDV Logistics, SF Express, DB Schenker Logistics, SingPost, Sinotrans, Spee-Dee, TransForce/Canpar, UK Royal Mail/GLS, UPS Freight, UPS Mail Innovations, UPS Supply Chain, UTi, Saia, The UPS Store, Post Net, Pak Mail, Mail Boxes, Etc., R. R. Donnelly, Vistaprint, Mimeo.com and any of their affiliates.

Grant Thornton – Official Professional Services Firm, Official Accounting Services Firm, Official Professional Services Provider, Proud Partner of PLAYERS
Official Products: Professional services related to accounting, audit, tax, and advisory

Greenbrier - Any entity offering overnight accommodations/hotels, including resort hotels.

Grupo Salinas – Any travel and tourism destinations other than Mexico

Honda – “Honda Competitor” shall mean any entity, other than the Season Long Sponsor, whose primary business infringes on Honda’s Exclusive Category. “Honda’s Exclusive Category” shall mean any entity that manufactures, distributes or sells: (a) motorcycles, automobiles, sport utility vehicles or trucks, or parts for motorcycles, automobiles, sport utility vehicles or trucks; (b) “power products”, which shall include generators, lawn mowers, snowblowers, tillers or the parts therefore; or (c) jet airplanes.

HSBC –HSBC Competitor: competitors of HSBC that provide products or services in connection with the Brand Sector. No third party other than HSBC will be granted any rights in connection with HSBC Champions for use in connection with the Brand Sector. “**Brand Sector**” shall mean all financial products and services, including (without limitation) retail banking, investment banking and financial asset management for institutional and individual investors, and credit cards. Notwithstanding the foregoing, during the Term, if TOUR has an interest to sell either an umbrella or title sponsorship for any Other Championships or Additional Championship to any entity which (i) has Insurance as more than ten percent (10%) of its business; and/or (ii) intends to exercise any rights or benefits in relation to the Insurance sector in connection with such Other/Additional Championship (or the WGCs in general), TOUR must first obtain HSBC’s approval (via IMG). For the avoidance of any doubt, any entity having an insurance business which constitutes less than 10% of its business and which, did not at the time of its appointment as an umbrella/title sponsor, intend to exercise any rights in relation to its insurance business (and which, consequently, did not require HSBC approval) shall not, thereafter be entitled to exercise any rights in respect of its insurance business in connection with the Other/Additional Championship, or the WGCs in general.

Genesis - Automotive

John Deere – “**Category**” means select consumer equipment set forth in Exhibit G and golf course maintenance equipment, utility vehicles, and selected construction and agricultural equipment provided by or leased by Sponsor and commonly used for maintaining golf courses for TOUR Tournaments and other up-scale golf facilities, namely: as listed in Exhibit G, and as marketed and sold under the Sponsor Brand(s). Sponsor acknowledges and agrees that the Category does not include any products or services not expressly listed above, including without limitation irrigation suppliers, rental companies, drainage products, fertilizers, turf and ornamental pesticides, even if such other products or services are marketed or sold by Sponsor or its affiliates.

Golf Course Maintenance Equipment:

Aerators
Bunker Rakes
Commercial Mowers
Traditional Gators and Utility Vehicles
Mid and Full-Size Crossover Utility Vehicles
High Performance Utility Vehicles
Turf Utility Vehicles
Tractors
Compact Utility Tractors
Fairway Mowers
Riding Greens Mowers
Rough Trim and Surrounds Mowers
Walking Greens Mowers
Field Rakes
Front Mounted Mowers
Reel Mowers (Riding and Walk Behind)

Sprayers
Grinders (Blade Sharpeners)
Application equipment for seeding and fertilization
Autonomous Sprayers

Consumer Equipment:

Mowers (riding, zero turn, and autonomous)
Traditional Gators and Utility Vehicles
Mid and Full-Size Crossover Utility Vehicles
High Performance Utility Vehicles
Compact Utility Tractors

Golf Course Construction Equipment:

Crawlers
Loaders
Skid Steer Loaders

Dump trucks
Excavators

Tractors and Ground Engaging Tools

Competitors:

Caterpillar (Top Competitor)
Kubota (Top Competitor)
AGCO
Buhler Industries
Case New Holland
Great Plains Manufacturing
Honda
Komatsu

Jacobsen
Mahindra
Navistar International
Terex
Toro Company
Valmont Industries
Volvo
Woods Equipment

MasterCard –

1.1 Category Exclusivity.

(i) payment networks/systems, payment platforms, electronic payments, smart card payment systems, e-commerce payment systems, Payment Products (as defined below), ATM cards, Mobile and Wireless Payment Systems and Devices (as defined below), cyber-cash, scrip or other remote payment system and related products and services (collectively, “**Payment Systems**”); (ii) payment products, payment services, payment technologies, and payment devices (i.e., hardware that facilitates payment as its primary purpose), whether a physical card exists or not, including but not limited to: card payment products such as credit, charge, debit, stored value, prepaid, gift, ATM and radio frequency cards and devices (e.g., PayPass[®]), and any successor technology to the aforementioned payment cards and/or devices, whether a physical card exists or not (collectively, “**Payment Products**”); (iii) any and all loyalty or behavior-based programs affiliated with a Payment Product (“**Rewards Programs**”) and that has any payment capabilities; and (iv) any and all electronic, remote or virtual ticketing systems in which a ticket, event admission or seating license is contained on or accessed by a Payment Product or other similar payment device (excluding ticket sales and distribution services, such as TicketMaster). For the purposes of this Agreement, the term “**Mobile and Wireless Payment Systems and Devices**” means the processing of any transaction, payment, offer, discount or payment tied to a method of payment, that requires a wireless device (e.g. cell phone, smartphone or tablet), a carrier network, wi-fi connection, downloadable software application or affixed card, payment device or tag, chip or bar code, or similar technology.

“**MASTERCARD Competitor**” shall mean **American Express Company, Diners Club International (including Diners Club and Carte Blanche), China Unionpay Company Ltd., Discover Financial Services, PayPal Inc. (including PayPal Credit), Google Pay, Google Wallet, Research In Motion Limited, Amazon Payments, AliPay, Square, Twitpay Inc., Blackhawk Network, JCB Co. Ltd., VISA Inc., Visa Europe Ltd., BOKU, Inc., Zong, First Data Corporation, Interlink, Plus, Visa Electron, Star, NYCE, Pulse, Interac, EFTPOS, Bankserv** and, any other person or entity that advertises, markets, promotes, or processes transactions in connection with products or services within the Category, and the parent, subsidiary and all affiliates of any such person or entity. For purposes of this Agreement, “**Financial Institution**” shall mean any bank that issues a non-MASTERCARD branded Payment Product. The parties acknowledge and agree that any MASTERCARD Competitor (other than **American Express Company, Discover Financial Services, VISA**

Inc., Visa Europe Ltd., and Visa Electron) and any Financial Institution shall be permitted to participate in a hospitality tent provided they do not advertise, market, demonstrate, or otherwise promote products or services in the Category at or in connection with the Event (other than a MASTERCARD branded Payment Product).

Morgan Stanley

Category: wealth management, investment management, securities, brokerage services, banking (consumer, private, investment), annuities, retirement, insurance related to financial services (not including auto or health insurance), and financial planning

Competitors:

ABN Amro Bank Holdings NV	Macquarie Bank Limited
Alliance Bernstein Holding LP	Merrill Lynch & Co. Inc.
Allianz AG	Mitsubishi UFJ Securities Co, Ltd./Mitsubishi UFJ Financial Group, Inc.
American International Group, Inc.	Mizuho Securities Co, Ltd./Mizuho UFJ Financial Group
American Express Company	National City Corporation
AXA Group	National Westminster Bank PLC/Royal Bank of Scotland Group PLC
Banco Bilbao Vizcayz Argentaria, SA	Nomura Holdings, Inc.
Bank of America Corp.	RBC Capital Markets/RBC Financial Group
Barclays Capital/Barclays PLC	Societe Generale
BNP Paribas SA	The Charles Schwab Corporation
Citigroup Inc.	Goldman Sachs Group, Inc.
CIBC World Markets/Canadian Imperial Bank of Commerce	UBS AG
Credit Agricole SA/Calyon	Wachovia Corporation
Credit Suisse Group	Wells Fargo & Company
Deutsche Bank AG	
Fidelity Investments/FMR Corporation	
HSBC Holdings PLC	
JP Morgan Chase & Co.	
Lazard Brothers & Co./Lazard Ltd.	

Nationwide – Exclusive category shall mean the business of insurance (including but not limited to, vehicle, life, property, and home insurance), investments (including investments related to and/or consisting of retirement planning, IRAs and annuities), retail banking, and health and productivity services.

Northern Trust – Wealth management products and services

Asset/Investment Management

Asset Servicing

Exchange traded funds

Hedge Fund Services

Does NOT include: Retail Banking, Credit Cards, Mortgages and/or insurance

Listed Competitors:

Alliance Berstein, Deutsche Bank, Bank of America, Bank of New York/Mellon, Barclays, Brown Brothers Harriman, Bessemer, Blackrock, BNP Paribas, Citibank*, Credit Suisse, Dreyfus, E*Trade, Fidelity, Franklin Templeton, Goldman Sachs, Guggenheim, HSBC, Invesco, JP Morgan Chase, Legg Mason, Merrill Lynch, Morgan Stanley Smith Barney, PIMCO, RBC (Royal Bank of Canada), Schwab, Scottrade, State Street, Sun Trust*, T Rowe Price, TD Ameritrade, UBS, Union Bank*, US Bank, US Trust, Vanguard, Wells Fargo, Wilmington Trust.

* Solely with respect to it wealth management products/services.

OHL/Mayakoba - “**Business Segment**” shall mean the construction/promotion and/or restoration of resort hotels, whole ownership/fractional interest unit residences and/or development and sale of real estate, as well as the operation of destination resorts and/or hotels.

Optum –

Category: Health care services or health insurance

Competitors:

Aetna (Top Competitor)	Kaiser Foundation Health Plan
Anthem (Top Competitor)	Magellan Health
CIGNA (Top Competitor)	MetLife
Humana (Top Competitor)	Molina Healthcare
ActiveHealth Management	Prudential
AMERIGROUP	Qmedtrix Systems
APS Healthcare	WellCare Health Plans
Centene	IBM
Coventry Health Care	Cognizant
CVS	Healthagen (subsidiary of Aetna)
Delta Dental Plans	Oscar Health
Dental Health Alliance	Athenahealth
Express Scripts	Centene
HCSC	Inovalon
Health Net	Castlight Health
Healthways, Inc.	The Advisory Board
IMS Health	Premier

Puerto Rico Open– Travel and Tourism, Resort Destinations.

Puntacana Resort and Club – Tourism within the Caribbean, Hotel and Resort Lodging in the Marketplace, Airports, and Gold Facilities in the Marketplace

Rocket Mortgage (Quicken Loans) -

Category: Residential mortgage lending services, residential mortgage financing services, mortgage refinancing, home equity lending, reverse mortgages, mortgage loan brokerage, arranging, or settlement services and other consumer credit secured by a lien on residential real estate.

Competitors:

Bank of America	UWM
Wells Fargo Home Mortgage	PennMac Financial
Chase	Freedom Mortgage Corp
Citigroup	Amerihome Mortgage
Ditech / Green Tree Servicing	Mr. Cooper/Nationstar
HSBC	Caliber Home Loans
Lending Tree	loanDepot.com
Nationwide	Fairway Independent Mortgage Corp
Springleaf	Flagstar Bank
US Bank	Guaranteed Rate Inc.
USAA	Lakeview Loan Servicing

Citizens Bank
SunTrust Mortgage Inc.

Guild Mortgage

RBC— Exclusive category shall include all Financial Services as defined below:

Retail Banking:

Savings Accounts
eSavings Accounts
Chequing Accounts and Cheques
Mobile Payments
Term Deposits/ GICs
Mortgages and Mortgage Certificates
Treasury Bills
Banking Services Packages
Multi-Product Bundles
Telephone Banking/Internet
Banking/Home Banking
Debit/Automated Banking Machine
Services
PC Banking
Stored Value Cards
Electronic Data Interchange (Financial)
Money Market Services including
Electronic Cash Management
Money Market Services including
Foreign Exchange
Deposits/Investments
Mutual Funds
International Remittance
Loans/Lines of Credit and other
Financing Products
RSPs/RIFs/LIFs/RESPs
TSFA, Branch Investments

Investment Banking:

Full Services Broker/Dealers and their
Services
Investment Advisory Services
Investment Management

Insurance Products and Services:

Creditor
Home
Reinsurance
Critical Illness & Disability
Long-Term Care

Wealth Management:

Private Banking
Asset Management

Credit/Charge Cards
Collections
Letters of Credit and other
Documentary Credits
Gold/Silver/Numismatic/Olympic Coins
Gold/Silver Bullion/Certificates
Travelers Cheques
Money Orders, Drafts, Money Transfers
Financial Planning
Pension Products
Corporate and Personal Trust Services
Investment Management
Business Clients Cards
Custody
Treasury Management
Securities Lending
Automotive Financing and Leasing
Equipment Financing and Leasing
Services
Asset Management Corporate and
Personal Stock Transfers
Clearing and Settlement Services
Safekeeping
Correspondent Banking Services
Factoring Services
Interest Rate Derivative Products
Payroll Services

Discount Broker/Dealers and their
services
Investment Banking
Financial & Estate Planning

Travel
Life and Health
Auto
Group Employee Benefits
Living Benefit Products

Wealth Management Services
Corporate & Personal Trust Services

RSM f/k/a McGladrey – RSM’s competitors shall mean: Accenture

Alvarez, Anchin, BDO Seidman, Berdon LLP, Best Buy/Mindshift, BKD, Blum Shapiro, CBIZ/Mayer Hoffman McCann, CFGI, Cherry, Bekaert & Holland, Clifton Gunderson, Crowe Group, Deloitte, Dixon Hughes, Eide Bailly, EisnerAmper, Ernst & Young, Experis, FTI, Grant Thornton, Hewlett-Packard, Holtz Rubenstein Reminick, IBM, J.H. Cohn, KPMG, Kreisler Miller, LarsonAllen, Marcum LLP, Moss Adams, Parente Beard, Plante & Moran, PricewaterhouseCoopers, Protiviti, Reznick Group, Rothstein, Kass & Co., Staples/Thrive, UHY Advisors, Inc., Virchow, Krause & Co., Weiser, Wipfli, Wolfe & Co.

Rolex – Wrist watches, timepieces, and clocks – including intelligent wrist-computers which have timing as a primary or secondary function. Category does not include devices worn on the wrist or arm, regardless of whether such devices contain a clock, so long as such devices (i) are not marketed or designed as "watches," (ii) are not marketed for their time-keeping capability; (iii) are not branded with a Competitive Brand; (iv) are not normally sold in jewelry stores or watch boutiques; (v) do not use any fine metals or jewels for aesthetic purposes; (vi) are not marketed for all-day wear; and (vii) are marketed to be worn only for a specific purpose or specific activity, such as golf instruction, golf game improvement, or health monitoring.

Competitive Brands: A. Lange & Söhne, Audemars Piguet, Baume & Mercier, Bédat & Co., Blancpain, Boucheron, Breguet, Breitling, Bulgari, Bulova, Carl F. Bucherer, Cartier, Certina, Chaumet, Chopard, Citizen, Concord, Dunhill, Ebel, Fossil, Franck Muller, Girard Perregaux, Glashütte Original, Hamilton, Harry Winston, Hublot, IWC, Jaeger Le Coultre, Jaermann & Stübi, Léon Hatot, Longines, Louis Vuitton, Montblanc, Movado, Officine Panerai, Omega, Patek Philippe, Piaget, Rado, Ralph Lauren Watch and Jewelry Co, Richard Mille, Seiko, Swatch, Tag Heuer, Timex, Tissot, Union, Glashütte, Vacheron et Constantin, Zenith

Safeway – Companies whose primary business is in Supermarkets, including but not limited to:

Kroger	GNC	Walgreens
Wal Mart	Raley’s	Wegmans
Costco	Rite Aid	Whole Foods
Albertsons	Target	
CVS	Trader Joe’s	

Sanderson Farms – On-site exclusivity is the production, processing, marketing and distribution of chilled and frozen chicken products (including frozen entrees).

8.3 **Television Exclusivity.** TOUR represents and warrants that, pursuant to its agreements with Carrier, Carrier will not be permitted during the Term to air advertising units or other commercial exposure of Sanderson Farms Competitors during the television broadcast of the Tournament (subject to separate agreement, whether written or otherwise) between Carrier and Sanderson Farms regarding the scope of exclusivity for Sanderson Farms.

Sentry Insurance

(a) **Category:** shall mean property and casualty insurance and the offering of 401(k) platforms. Competitors: AIG, Allstate, American Family Insurance, Badger Mutual, CNA Financial, GEICO, General Casualty, MetLife, Nationwide, Penn Mutual, Progressive Corporation, Prudential, State Farm, Travelers Companies, USAA.

Shriners Hospitals – Children’s Hospitals, Charity

Sony – Consumer electronics, motion pictures, console gaming, music labels, mobile phones and professional cameras/equipment.

Southern Company – the generation, transportation, transmission, distribution and sale (wholesale and retail) of energy, electric power, oil, and natural gas, as marketed and sold under the Southern Mark(s). Southern’s Exclusive Category does **not** include any products or services not expressly listed in the previous sentence, including without limitation gas stations, premium oil and gas consumer products, oil drilling and extraction, even if such other products or services are marketed or sold by Southern or its affiliates.

Travelers – Personal and commercial property and casualty insurance companies or other such companies as determined by Title sponsor and approved by TOUR and Host Organization.

Year round International Territory: Brazil, Ireland, UK

Valero – The products and services described below, and the products and services offered by the “Competitors” named below, shall collectively be considered Valero’s “Exclusive Category.” The term “Competitors” as used in connection with Valero shall include, without limitation, the entities who provide goods/services as named below:

- (a) refining operations, wholesale marketing, product supply and distribution, transportation operations, gasification and related operations and refining products including but not limited to: reformulated gasoline (RFG), conventional gasoline, premium grades of reformulated and conventional gasoline, California Air Resources Board (CARB) Phase III gasoline, customized clean-burning gasoline blends for export markets (i.e., Mexican CARB), oxygenates, gasoline blendstocks (alkylate, raffinate, naphtha, reformate), low-sulfur gasoline (less than 30 ppm) -- Atlanta grade, low-sulfur diesel and ultra low-sulfur diesel (less than 15 ppm), jet fuel (commercial and military), aviation gasoline, kerosene, home heating oil and stove oil, petrochemicals (e.g. mixed xylenes, benzene, toluene, chemical- and refinery-grade propylene and pseudo cumene), asphalt, lube oils (industrial and automotive), sulfur, crude mineral spirits, bunker oils, petroleum coke, anhydrous ammonia, propane, octane and distillates; and
- (b) marketing of branded and unbranded refined products through a bulk and rack marketing network, sale of refined products and convenience store items through a network of retail and/or branded wholesale outlets, and the sale of home heating oil.

The following companies, including their parent, affiliate and subsidiary companies, are deemed to be “Competitors” of Valero: NuStar Energy, L.P., NuStar GP Holdings, LLC, BP plc, ConocoPhillips, Eni S.p.A., PetroChina Company Limited, Marathon Oil Corporation, Sunoco, Inc., Hess Corp., Tesoro Corporation, Murphy Oil Corporation, Exxon Mobil Corp., Total SA, Chevron Corp., Petróleos de Venezuela S.A., Petróleos Mexicanos, Eni SpA, Repsol YPF SA, Shell, Frontier Oil Corp., Holly Corp., Alon USA Energy Inc., Wawa Inc., 7-Eleven, KwikTrip, Hess Express, PetroCanada, Casey's General Stores, Circle K, Express Lane, QuikTrip, RaceTrac, RaceWay, Road Runner, Royal Farms, Sheetz, Shore Stop, Speedway SuperAmerica, Pilot Corporation, E-Z Mart, On the Run, PBF Energy and Susser Petroleum.

Valspar – Category exclusivity refers to no other manufacturer or seller of paints, coatings, varnishes or stains

Waste Management – Exclusive category shall mean the waste and recycling collection, transfer, processing, treatment and disposal (including incineration) services.

Wells Fargo –

Exclusive Category" shall mean (i) the Financial Services category, which shall include banks, savings and loans, savings banks, mortgage companies, credit card issuers, mutual funds companies, brokerage companies, insurance companies, capital markets and online banking/brokerage institutions; and providing a broad range of Banking, Asset Management, Wealth Management, and Corporate and Investment Banking Products and Services; and (ii) the Financial Products category, which shall include all deposit services offered by or through a financial institution including, but not limited to, consumer and commercial loans, certificates of deposit, mortgage products, brands of credit cards, check/debit cards, affinity ATM cards, individual retirement accounts, brokerage transactions, mutual fund, insurance services, cash management services, estate and trust services and online bill pay/transactions. Notwithstanding the foregoing, Wells Fargo acknowledges that Host Organization will solicit and sell certain sponsorship hospitality packages to the Event, which may entitle the purchaser to place an identification sign containing the purchaser's name on the exterior of its hospitality tent and to display productions/promotions within the tent. Wells Fargo agrees that the sale of such hospitality packages to a Competitor shall be permitted and shall not constitute a violation of the restrictions set forth in this section.

Wyndham – Shall mean overnight accommodations, resort hotels, vacation rentals and timeshares.

Zurich – Shall mean consumer property, casualty and liability insurance (including Life, home. Auto), commercial property, casualty and liability insurance, re-insurance, insurance brokerage and insurance services. Definition shall not include traditional banking services, credit cards, securities brokerage services and investment advice, even if the companies primarily offering such services and products also offer insurance as a non-primary business.

ZOZO: Exclusive Category/Title Sponsor Competitors. a) For purposes hereof, "**Exclusive Category**" shall mean e-commerce and apparel. "**Title Sponsor Competitors**" shall mean any entity whose primary business is conducted in the Exclusive Category, including, but not limited to, RAKUTEN, Inc., Amazon.com, Inc., Fast Retailing Co., Ltd. (UNIQLO and GU), NIKE, Inc., Inditex (ZARA), Mercari, Inc., AOKI Holdings Inc., Gap Inc., Ryohin Keikaku Co., Ltd. (MUJI), ASOS.com, and other entities as mutually agreed upon by the parties during the Term.