

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

PGA TOUR Websites. TOUR agrees that there will be no Title Sponsor Competitor advertisements or sponsorships appearing on the Tournament pages hosted on www.pgatour.com at any time during the Term. In addition, during Tournament week, TOUR agrees that there will be no Title

Sponsor Competitor advertisements appearing on TOUR's homepage or the leaderboard page and TOUR shall remove all references to Title Sponsor Competitors (including sponsorships) from such pages. **For clarity, this includes the scoring widget on the leaderboard page of PGATOUR.com, currently sponsored by Mastercard.** If TOUR provides a portal for domestic digital simulcast broadcasting, TOUR agrees that there shall be no advertisements or sponsorships appearing in connection with such digital broadcasting within Title Sponsor's Exclusive Category.

Domestic Television and Digital Media Broadcasting. TOUR agrees that, pursuant to its agreements with each of its domestic cable and digital media broadcasting partners, such carrier will not be permitted during the Term to air advertising units or other commercial exposure of Title Sponsor Competitors during the broadcast of the Tournament (subject to separate discussions among TOUR, carrier and Title Sponsor regarding the scope of exclusivity for Title Sponsor). **For the avoidance of doubt, carrier shall be permitted to air advertising units or other commercial exposure of Secondary Title Sponsor Competitors to the extent the products or services featured or promoted do not fall within the Title Sponsor's Primary Exclusive Category.**

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

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

(ii) **Exclusivity.**

a. 2019 Tournament. In connection with the 2019 Tournament, (i) Citi Competitors will be restricted to fifty percent (50%) of the share of voice (“Share-of-Voice”) in the Product Category in the U.S. cable and network broadcasts of the Tournament, (ii) no one Competitor will receive more than fifty percent (50%) of the ad units allowed during the broadcast by Competitors, and (iii) no Competitor will receive any in-telecast exposure other than advertising units (i.e., no billboards, in-program features, etc.). For purposes hereof, “Share-of-Voice” shall be measured by advertising units, so, by way of example, because Citi will receive ten (10) Units in early round coverage on the cable network, the cable network may sell up to ten (10) advertising units to Competitors (with no one Competitor receiving more than five

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(5) units). Finally, Citi acknowledges that, due to a preexisting contractual relationship with U.S. Bank, advertising/exposure provided to U.S. Bank by NBC and/or Golf Channel shall not count towards the calculation of Citi’s Share-of-Voice (described above) nor shall it be deemed to violate the exclusivity otherwise to be provided to Citi by NBC and/or Golf Channel during the Tournament broadcast.

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

Charles Schwab Program Exclusivity: TOUR will not secure any competitor in relation to, or in connection with the program, as a sponsor, advertiser, marketers, presenter, or promoter of any type, including but not limited to a primary, secondary, contingent or associate sponsor of the Program, nor grant any Schwab competitor any entitlement or presenting sponsorship to any portion of, or sub series of events within the program, not all any competitor to use the Charles Schwab cup logo or TOUR markets in any manner in connection with the program

In-Broadcast Exclusivity:

Exclusivity in the broadcast of all co-sanctioned Charles Schwab Cup Events on Golf Channel shall be consistent with past practices, which precludes the advertisement of securities brokerage products and trading services during the first and last commercial pod as well as any commercial exposure in-program.

Competitors:

Merrill Lynch, Fidelity, TD Ameritrade, E-Trade, Morgan Stanley, Scottrade, Edward Jones, Raymond James, Vanguard, Ameriprise, LPL Financial, other new, competitive entities of substantially similar size, scope, and impact arising after Effective Date will be discussed in good faith and reasonably agreed upon by TOUR and Schwab.

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; management and consulting services directly related to all the services described in this Section Error! Reference source not found.(b); and the provision of information related to the services described in this Section Error! Reference source not found.(b) (including proactive tracking information) between any third parties and any FedEx entity, and between third parties directly.

© The Exclusive Category and Category Exclusivity shall not include passenger transportation of any type (including, without limitation, airline, bus, motor coach, train, chauffeured transportation, etc.), moving services (including, without limitation corporate, household, etc.), data storage (other than with regard to the storage of data necessary to provide the services within the Exclusive Category); computer hardware or software; computer or hardware services (other than with regard to computer services necessary to provide the services within the Exclusive Category); general business or computer consulting services (other than with regard to the services within the Exclusive Category); document archiving, warehousing or storage; office equipment (including, without limitation photocopiers, facsimile machines, printers, scanners, multifunctional devices), cameras, or pulp or paper products.

- The parties acknowledge and agree that at least the following companies are “**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

TOUR will not grant Proud Partner status for THE PLAYERS during the Term to any third party for use in connection with a brand that is primarily associated with the Category (“**Grant Thornton Brand Competitors**”); provided, however, that Grant Thornton Brand Competitors may purchase on-site hospitality at THE PLAYERS. Additionally, the parties recognize and agree that a branded blimp (not to be sponsored by a competitor) may be present at THE PLAYERS to assist the television broadcasters; and may receive limited exposure in the telecast.

*Grant Thornton acknowledges and agrees that the business consulting and transaction advisory services components of the Category shall not be exclusive to Grant Thornton and TOUR shall be permitted to pursue and partner with organizations in the business consulting and transaction advisory services categories, including, without limitation, McKinsey and Co., Bain, BCG, and Booz Allen. In addition, Grant Thornton agrees to consult and seek approval from TOUR on all business consulting and transaction advisory services-specific marketing (excluding, for the avoidance of doubt, general corporate marketing) to the extent such marketing contains TOUR Trademarks. Notwithstanding the above, TOUR agrees not to partner with the following brands as proud partners of THE PLAYERS:

- Deloitte
- Ernst & Young
- PricewaterhouseCoopers
- KPMG
- Accenture
- BDO
- RSM
- Huron Consulting
- Navigant Consulting
- FTI
- Alvarez & Marsal
- A.T. Kearney

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 – TOUR acknowledges and agrees that no Sponsor Competitor (as defined below) shall be an Umbrella Sponsor, Official Sponsor, Preferred Supplier, Title Sponsor or other sponsor of the Other Events or the Additional Event. Except as provided below, no Sponsor Competitor will

receive any advertising or sponsorship rights in connection with the Event, Other Events and Additional Event. “**Sponsor Competitor**” shall mean those competitors of Sponsor that provide products or services in connection with the Brand Sector. No third party other than Sponsor will be granted any rights in connection with the Event for use in connection with the Brand Sector. “**Brand Sector**” shall mean all financial services and products, including but not limited to commercial and retail banking, investment banking and financial asset management for institutional and individual investors, credit cards and insurance. Notwithstanding the foregoing, TOUR shall be free to secure Charles Schwab as title sponsor for an Other Event and/or the Additional Event and as an umbrella sponsor for the WGCs. Further, TOUR may approach Sponsor directly to request approval for companies from the Brand Sector, in addition to Charles Schwab, to be allowed as title sponsors for an Other Event and/or the Additional Event (provided that any such discussions shall be confidential and shall not include IMG, although TOUR shall update IMG in writing if it secures HSBC permission for additions). If during the Term, TOUR requests the right to sell either an umbrella/title sponsorship for any Other Event or Additional Event to a specific entity whose primary business is insurance sales in the United States and 90% or more of its revenue results from the insurance business, TOUR may request Sponsor to enter into good faith negotiations in regard to waiving Sponsor’s exclusivity rights with respect to the insurance category for such umbrella/title sponsorship, such negotiations to include, without limitation, any additional benefits the Sponsor will enjoy as a result of waiving such exclusivity rights. Sponsor will use reasonable endeavours to respond to any such request within ten (10) days and such consent shall not be unreasonably withheld, delayed or conditioned. If Sponsor denies any such request, Sponsor will provide TOUR with a written explanation for such denial. The exclusivity set forth in this section shall not preclude Sponsor Competitors from purchasing standard hospitality packages at the Event (subject to Sponsor approval) or the Other Events or the Additional Event, provided that any such party shall not have any other rights other than specific individual signage that is part of standard hospitality package signage. Further, the purchase by a Sponsor Competitor of an advertising spot during a commercial break in any television coverage of the Other Events or the Additional Event shall not constitute a breach of this Agreement.

1. **PGA TOUR Websites.** TOUR agrees that there will be no Sponsor Competitor advertisements or sponsorships appearing on the Event and WGC branded pages (pgatour.com and worldgolfchampionships.com) and/or Event and WGC social media platforms at any time during the Term. In addition, during Event Week (defined below), TOUR agrees that there will be no Sponsor Competitor advertisements appearing on TOUR’s homepage or TOUR’s social media platforms. If TOUR provides a portal, in any format, for domestic digital simulcast broadcasting, TOUR agrees that there shall be no advertisements or sponsorships appearing in connection with such digital broadcasting within the Brand Sector.
2. **Sirius XM® Radio.** Pursuant to TOUR’s agreement with Sirius XM® Radio, TOUR shall require that, during the Term, no commercial exposure to Sponsor Competitors shall be given during Sirius XM® Radio’s coverage of the Event (including for the avoidance of doubt any highlights or replay coverage).

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)

Competitors:

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

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

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

Mastercard –

4.3 Category Exclusivity.

(a) During the Term, MASTERCARD shall have exclusive rights (as set forth in Section 4.3(b) and 4.5(b) below) within the "Category," which, for the purposes of this Agreement, shall mean: (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.

(b) Neither Host Organization nor TOUR shall grant to any third party the right to promote products or services within the Category in connection with the Event, including without limitation any MASTERCARD Competitor (as defined below) or any Financial Institution (as hereinafter defined). For purposes of this Agreement, "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).

(b) *Television Exclusivity.* TOUR shall ensure that pursuant to the TOUR Network Contract and the TOUR Cable Contract, neither Cable nor Network will be permitted to air advertising units or other commercial exposure of MASTERCARD Competitors and/or other entities promoting Payment Products during the television broadcast of the Event. Any additional exclusivity (or exceptions, to such scope of exclusivity, as set forth in Section 4.3 above) shall be subject to separate agreements among MASTERCARD, Host Organization and Cable and/or Network, as applicable.

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
Alliance Bernstein Holding LP
Allianz AG
American International Group, Inc.
American Express Company
AXA Group
Banco Bilbao Vizcayz Argentaria, SA
Bank of America Corp.
Barclays Capital/Barclays PLC
BNP Paribas SA
Citigroup Inc.
CIBC World Markets/Canadian Imperial
Bank of Commerce
Credit Agricole SA/Calyon
Credit Suisse Group
Deutsche Bank AG
Fidelity Investments/FMR Corporation
HSBC Holdings PLC
JP Morgan Chase & Co.

Lazard Brothers & Co./Lazard Ltd.
Macquarie Bank Limited
Merrill Lynch & Co. Inc.
Mitsubishi UFJ Securities Co,
Ltd./Mitsubishi UFJ Financial Group, Inc.
Mizuho Securities Co, Ltd./Mizuho UFJ
Financial Group
National City Corporation
National Westminster Bank PLC/Royal
Bank of Scotland Group PLC
Nomura Holdings, Inc.
RBC Capital Markets/RBC Financial Group
Societe Generale
The Charles Schwab Corporation
Goldman Sachs Group, Inc.
UBS AG
Wachovia Corporation
Wells Fargo & Company

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)

Anthem (Top Competitor)

CIGNA (Top Competitor)
Humana (Top Competitor)
ActiveHealth Management
AMERIGROUP
APS Healthcare
Centene
Coventry Health Care
CVS
Delta Dental Plans
Dental Health Alliance
Express Scripts
HCSC
Health Net
Healthways, Inc.
IMS Health
Kaiser Foundation Health Plan

Magellan Health
MetLife
Molina Healthcare
Prudential
Qmedtrix Systems
WellCare Health Plans
IBM
Cognizant
Healthagen (subsidiary of Aetna)
Oscar Health
Athenahealth
Centene
Inovalon
Castlight Health
The Advisory Board
Premier

Puerto Rico Open– Travel and Tourism, Resort Destinations.

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

Rocket Mortgage (Quicken Loans) -

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

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
Wells Fargo Home Mortgage
Chase
Citigroup
Ditech / Green Tree Servicing
HSBC
Lending Tree
Nationwide
Springleaf
US Bank
USAA
UWM
PennMac Financial
Freedom Mortgage Corp
Amerihome Mortgage
Mr. Cooper/Nationstar
Caliber Home Loans

loanDepot.com
Fairway Independent Mortgage Corp
Flagstar Bank
Guaranteed Rate Inc.
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

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

Investment Banking:

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

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

Insurance Products and Services:

Creditor
Home
Reinsurance
Critical Illness & Disability
Long-Term Care

Travel
Life and Health
Auto
Group Employee Benefits
Living Benefit Products

Wealth Management:

Private Banking
Asset Management

Wealth Management Services
Corporate & Personal Trust Services

Television exclusivity will be mutually determined between RBC, TOUR, Host Organization and U.S. Broadcaster.

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, Bédard & 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) For purposes hereof, “**Exclusive Category**” shall mean property and casualty insurance and the offering of 401(k) platforms. “**Title Sponsor Competitors**” shall mean

any entities who conduct business is in the Exclusive Category or any entities listed on Exhibit A hereto.

(b) *On-Site.* TOUR agrees that Title Sponsor Competitors shall not receive any marketing exposure benefits in conjunction with the Tournament, unless prior written consent is provided by Title Sponsor. Notwithstanding the foregoing, Title Sponsor Competitors are permitted to purchase pro-am, ticket or hospitality packages at the Tournament, provided that the names of such Title Sponsor Competitors are not utilized other than for hospitality identification (and/or the directional signage to such hospitality venue), if applicable. Such signage will not include logos and/or other branding elements of Title Sponsor Competitors, and such Title Sponsor Competitors locations and/or signage will not be placed in any prominent locations (e.g. at the clubhouse, on the 1st or 18th green or locations with broadcast exposure).

(c) *Domestic Television and Digital Media Broadcasting.* TOUR agrees that, pursuant to its agreements with each of its domestic television broadcast, cable and digital media broadcasting partners (each, a “Carrier”), such Carrier will not be permitted during the Term to air advertising units or other commercial exposure of Title Sponsor Competitors in the Exclusive Category during the broadcast of the Tournament (subject to separate discussions among TOUR, Carrier and Title Sponsor regarding the scope of exclusivity for Title Sponsor). For the avoidance of doubt, Carrier shall be permitted to air advertising units or other commercial exposure of Title Sponsor Competitors that do not fall within the Exclusive Category.

(d) *PGA TOUR Websites.* TOUR agrees that there will be no Title Sponsor Competitor advertisements or sponsorships appearing on the Tournament pages hosted on www.pgatour.com at any time during the Term. In addition, during Tournament week, TOUR agrees that there will be no Title Sponsor Competitor advertisements appearing on TOUR’s homepage or the leaderboard page and TOUR shall use commercially reasonable efforts to remove all references to Title Sponsor Competitors (including sponsorships) from such pages during Tournament week. If TOUR provides a portal for domestic digital simulcast broadcasting, TOUR agrees that there shall be no advertisements or sponsorships appearing in connection with such digital broadcasting within the Exclusive Category.

(e) *Sirius XM® Radio.* Pursuant to TOUR’s agreement with Sirius XM® Radio, it will not be permitted during the Term to give commercial exposure to Title Sponsor Competitors during Sirius XM® Radio’s coverage of the Tournament.

(f) *Other.* Title Sponsor shall have the exclusive right during the Term to refer to itself as the title sponsor of the Tournament or words having a comparable meaning. TOUR shall not grant to any other person or entity the right to refer to itself or its products or services as the title sponsor of the Tournament or words having a comparable meaning.

(g) *Marketplace.* TOUR will not schedule, cosponsor or approve more than two (2) other PGA TOUR golf events in the Marketplace during the Term, without the prior written consent of Title Sponsor (which consent shall not be unreasonably withheld). Title Sponsor acknowledges and agrees that TOUR currently conducts another tournament in the Marketplace, the Sony Open, and TOUR shall continue to do so throughout the Term. Title Sponsor acknowledges and agrees that TOUR may also conduct PGA TOUR Champions, Web.com Tour, Mackenzie Tour - PGA TOUR Canada, PGA TOUR China and/or Latinoamerica Tour events in the Marketplace. For the avoidance of doubt, TOUR shall be free to schedule on any date, including the Tournament dates, a (i) a Web.com Tour event, (ii) a PGA TOUR Champions, (iii) PGA TOUR Latinoamerica Tour, (iv) Mackenzie Tour - PGA TOUR Canada and (v) China Tour – PGA TOUR China Series (*i.e.*, one scheduled for the same time as the Tournament) outside the Marketplace. “Marketplace” shall mean: Hawaii.

(h) *Local Presenting Sponsor.* Pursuant to Title Sponsor approval, in its sole discretion, and provided that, at all times, Title Sponsor shall enjoy the preeminent title sponsorship position with respect to the Tournament, the parties agree that the parties may agree to add a local presenting sponsor for the Tournament (a “**Presenting Sponsor**”). Title Sponsor acknowledges that the Presenting Sponsor shall receive various hospitality, on-site, and other benefits, including, without limitation, advertising units that shall air during the telecast of the Tournament. Notwithstanding the above, TOUR shall not secure a Presenting Sponsor that is a Title Sponsor Competitor.

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, Hospitals, Charity

Sony –

7. **Exclusive Category / Title Sponsor Competitors.**

(a) For purposes hereof, “**Exclusive Category**” shall mean consumer electronics, motion pictures, console gaming, music labels, mobile phones, and professional cameras and equipment. “**Title Sponsor Competitors**” shall mean any entities whose primary business is in the Exclusive Category.

(c) *Television.* TOUR agrees that, pursuant to its agreements with each of its television broadcast and cable partners (each, a “**Carrier**”), such Carrier will not be permitted during the Term to air advertising units or other commercial exposure of Title Sponsor Competitors within the Exclusive Category during the television broadcast of the Tournament (subject to separate discussions among TOUR, Carrier and Title Sponsor regarding the scope of exclusivity for Title Sponsor). For the avoidance of doubt, Carrier shall be permitted to air advertising units or other commercial exposure of Title Sponsor Competitors that do not fall within the Exclusive Category.

(d) *PGA TOUR Websites.* TOUR agrees that there will be no Title Sponsor Competitor advertisements or sponsorships appearing on the Tournament pages hosted on www.pgatour.com at any time during the Term. In addition, during Tournament week, TOUR agrees that there will be no Title Sponsor Competitor advertisements appearing on TOUR’s homepage or the leaderboard page and TOUR shall use commercially reasonable efforts to remove all references to Title Sponsor Competitors (including sponsorships) from such pages during Tournament week. If TOUR provides a portal for domestic digital simulcast broadcasting, TOUR agrees that there shall be no advertisements or sponsorships appearing in connection with such digital broadcasting within the Exclusive Category.

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

(b) *Television Exclusivity.* TOUR shall ensure that pursuant to the TOUR Network Contract and the TOUR Cable Contract, neither Cable nor Network will be permitted to air advertising units or other commercial exposure of Title Sponsor Competitors during the television broadcast of the Tournament (subject to separate agreements among TOUR, Cable and/or Network, as applicable and Title Sponsor on scope of exclusivity). TOUR represents and warrants that the television contracts with the network carrier for the 2013 and 2014 Tournaments will include similar provisions on exclusivity.

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 Sussler 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 –

4.3 Exclusivity. During the Term, neither Host Organization nor TOUR will grant any marketing, promotional, presenting or supporting sponsorship rights for or in connection with the Event to any Wyndham Competitor without the prior written approval of Wyndham. For purposes of this Agreement, “Wyndham Competitor” shall mean any Person that conducts any business in Wyndham’s Exclusive Category or provides any of the services in Wyndham’s Exclusive Category. “Wyndham’s Exclusive Category” means any hotel and similar temporary (including extended-stay) hotel service, short-term home rental services, non-residential lodging services, non-residential resort accommodations and lodging services (including Vacation Ownership Interest (as defined below) and alternative lodging services), hotel loyalty programs, travel agents, online travel agents, or travel service businesses/sites or aggregators and shall include, without limitation, the following entities: (i) Hilton Worldwide Holdings Inc; (ii) Intercontinental Hotels Group; (iii) Marriott International Inc.; (iv) Best Western; (v) Accor; (vi) Carlson Rezidor; (vii) Choice Hotels; (viii) Hyatt Hotels, (ix) Park Hotels and Resorts; (x) Airbnb; (xi) VRBO; (xii) HomeAway; (xiii) Hilton Grand Vacations (xiv) Marriott Vacations Worldwide (xv) Diamond Resorts; (xvi) Westgate Resorts; (xvii) Bluegreen; (xviii) Welk Resorts; (xix) Orange Lake; (xx) Disney Vacation Club; (xxi) Expedia; (xxii) Priceline, (xxiii) Amadeus, (xxiv) Jetsetter, (xxv) Kayak, (xxvi) Trivago, (xxvii) Bedsonline, (xxviii) Travelocity, (xxix) Hotels.com, (xxx) Booking.com; and (xxx) Omni Hotels. For clarity, Wyndham Competitor shall also include: (A) any person, entity or other party which develops, sells or markets (or intends to develop, sell or market) Vacation Ownership Interest; or (B) any hotel operating, managing or franchising entity that has, as an affiliated or related entity, a company that markets, develops or sells Vacation Ownership Interests. The term “Vacation Ownership Interest” shall mean any form of timeshare, interval interest, exchange, undivided interest, club membership or points based program or other similar occupancy program (but excluding hotels and motels that are utilized on a normal and customary transient basis). Notwithstanding the foregoing, Wyndham acknowledges that Host Organization will solicit and may sell certain hospitality packages at the Event to a Wyndham Competitor which may entitle the purchaser to place an identification sign containing the name of a Wyndham Competitor on or in the hospitality facility, provided however, under no circumstances shall such signs be visible on any television medium or streaming platform displaying the Event.

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:

6. **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.

(b) *On-Site.* TOUR and Event Manager agree that Title Sponsor Competitors shall not receive any marketing exposure benefits in conjunction with the Tournament, unless prior written consent is provided by Title Sponsor. Notwithstanding the foregoing, Title Sponsor Competitors are permitted to purchase pro-am, ticket or hospitality packages at the Tournament, provided that the names of such Title Sponsor Competitors are not utilized other than for hospitality identification (and/or the directional signage to such hospitality venue), if applicable. Such signage will not include logos and/or other branding elements of Title Sponsor Competitors, and such Title Sponsor Competitors locations and/or signage will not be placed in any prominent locations (e.g. at the clubhouse, on the 1st or 18th green or locations with broadcast exposure).

(c) *Domestic Television and Digital Media Broadcasting.* TOUR agrees that, pursuant to its agreements with each of its domestic television broadcast, cable and digital media broadcasting partners (each, a "**Carrier**"), such Carrier will not be permitted during the Term to air advertising units or other commercial exposure of Title Sponsor Competitors in the Exclusive Category during the broadcast of the Tournament (subject to separate discussions among TOUR, Carrier and Title Sponsor regarding the scope of exclusivity for Title Sponsor). For the avoidance of doubt, Carrier shall be permitted to air advertising units or other commercial exposure of Title Sponsor Competitors that do not fall within the Exclusive Category.

(d) *PGA TOUR Websites.* TOUR agrees that there will be no Title Sponsor Competitor advertisements or sponsorships appearing on the Tournament specific pages hosted on www.pgatour.com at any time during the Term. In addition, during Tournament week, TOUR agrees that there will be no Title Sponsor Competitor advertisements appearing on TOUR's homepage or the leaderboard page and TOUR shall use commercially reasonable efforts to remove all references to Title Sponsor Competitors (including sponsorships) from such pages during Tournament week. If TOUR provides a portal for domestic digital simulcast broadcasting, TOUR agrees that there shall be no advertisements or sponsorships appearing in connection with such digital broadcasting within the Exclusive Category.

(e) *Local Presenting Sponsor.* Provided that at all times Title Sponsor shall enjoy the preeminent title sponsorship position with respect to the Tournament, TOUR shall have the right to secure a local presenting sponsor for the Tournament (a "**Presenting Sponsor**"). Title Sponsor acknowledges that the Presenting Sponsor shall receive various hospitality, on-site, and other benefits, including, without limitation, advertising units that shall air during the telecast of the Tournament. Notwithstanding the above, TOUR shall not secure a Presenting Sponsor that is a Title Sponsor Competitor.

(f) *Other.* TOUR will not schedule, cosponsor or approve another PGA TOUR golf event during the Tournament date in any year of the Term. Title Sponsor acknowledges and agrees that TOUR may conduct a (i) a Web.com Tour event, (ii) a PGA TOUR Champions, (iii) PGA TOUR Latinoamerica Tour, (iv) Mackenzie Tour - PGA TOUR Canada and (v) China Tour – PGA TOUR China Series at any time, including during the Tournament date.