



PRESS RELEASE

GENESIS CELEBRATES THE KICKOFF OF TGL PRESENTED BY SOFI'S INAUGURAL SEASON

- TGL officially commences at SoFi Center, featuring 20 matches from Jan. 7 to March 25, 2025
- Genesis one of the founding partners and the official automotive partner of TGL

PALM BEACH GARDENS, Fla., Jan. 7, 2025 — Genesis today announced the kickoff of activities related to its partnership of TGL presented by SoFi, the highly anticipated primetime team golf league created by TMRW Sports. The inaugural season premieres live on ESPN and ESPN+ Tuesday, Jan. 7 at 9:00 pm ET with the first-ever matchup between the New York Golf Club and The Bay Golf Club at SoFi Center in Palm Beach Gardens.

"We are proud of this partnership that reflects our shared passion for innovation, performance, and creating experiences that captivate audiences around the globe," said Mike Song, global head of Genesis. "Genesis is excited to stand at the forefront of this new journey, championing a future where sport and innovation come together."

Genesis and TGL: A Shared Vision

With Tiger Woods and Rory McIlroy at its helm, TGL represents a bold, new step in the world of professional golf by infusing the sport with the latest technology in a never-before-seen team format for fans.

For Genesis, its founding partnership with TGL marks a new chapter in its commitment to golf and builds on the brand's title sponsorship portfolio with the Genesis Invitational, Genesis Scottish Open, and Genesis Championship. Genesis and TGL share a drive for innovation, delivering unique fan and customer experiences and pushing the boundaries of technology and design in their respective fields.

A Closer Look at the TGL Experience

After months of preparations, the inaugural season of TGL is set to kick off on Jan. 7 with a match between the New York Golf Club and The Bay Golf Club at SoFi Center, a custom-built 250,000 square-foot arena dedicated to TGL in Palm Beach Gardens.

Over the course of 10 weeks, a total of 20 matches will be played between the six established TGL teams across the United States with the final match scheduled for March 25. Each team consists of world-class PGA TOUR golfers, vying for a \$21 million purse.



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Golf fans across the globe will be able to tune in to the matches live, as TGL will be broadcast in 113 countries including the United States, Canada, and Korea.

How the Game is Played

Three players from each four-man team compete in matches that combine virtual and real-time golf. Longer shots are directed at a 3,400-square-foot screen, which is about 24 times larger than a typical golf simulator.

Once players are about 50 yards from the hole, they switch to live gameplay in a 22,475-square-foot short game area, where the green's topography and orientation varies for each hole. A 41-yard-wide turntable rotates the green along with three bunkers to alter approach angles.

Crafted by acclaimed golf course architects, the course features 15 out of TGL's 30 custom-designed holes. Each match is split into two sessions: nine holes of Triples—three players playing alternate shots—and six holes of head-to-head Singles matches. In the Singles format, each team member plays two matches. Each hole in both sessions is worth one point, with the team scoring the fewest shots on a hole earning the point.

Genesis Presence in the TGL Season

Genesis will showcase distinctly Korean hospitality with a custom-built Genesis Lounge, providing guests with front-row access and an immersive viewing experience.

In addition, fans can explore the Genesis brand and its advanced EV technology through activations at SoFi Center. Guests can explore the GV60 through an interactive augmented reality experience indoors or check out the Electrified GV70 near the Hole-In-One Golf Simulator activation.

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