



RYDER CUP EUROPE, PGA OF AMERICA ANNOUNCE NEW OFFICIAL RYDER CUP LOGO TO UNIFY THE BRAND

27 January 2011, Surrey, England:

Ryder Cup Europe and The PGA of America today announced the launch of a new official logo for The Ryder Cup, which will unify the brand and strengthen the alliance between the two organising bodies of the world's most famous team golf competition.

Ryder Cup Europe and The PGA of America engaged Interbrand, one of the world's foremost brand consulting agencies, to support their objective to further enhance and expand the global brand awareness of The Ryder Cup.

The 2012 Ryder Cup, to be contested by Europe and the United States at Medinah Country Club, Illinois, USA, on September 28-30, 2012, will be the first match in the history of the competition – started in 1927 – to feature a unified logo. The logo takes shape in a cohesive, commanding presentation with the configuration similar to that of a coat of arms. The famous golden trophy is flanked by a segment of the flags of Europe and the United States.

Richard Hills, the European Ryder Cup Director, said: "One of the strengths of The Ryder Cup as a brand is the superb partnership we share with the PGA of America. Consolidating the brand not only reflects that alliance but also our desire to further enhance the global attraction of a competition whose footprint now stretches way beyond followers of golf."

Joe Steranka, Chief Executive Officer of the PGA of America, said: "The Ryder Cup's rich history, spanning 84 years of some of the most significant competitive moments in golf, is reflected even brighter today by a new presentation of a distinctive brand. The PGA of America is most pleased to join Ryder Cup Europe in presenting a unified visual image of The Ryder Cup logo that will extend its popularity to new audiences worldwide."

David Martin, President of New York and Leader of Interbrand's Golf Practice, said: "We all believed in the power of the brand; that it was time to make the Ryder Cup brand more broadly relevant to more than the passionate golf fan. The Ryder Cup stands for legendary experiences and is founded on three pillars – illustrious traditions, a collective pursuit by each team, and pure drama.

"The brand research process was a strategy that reinforced the Ryder Cup's relevancy for the future. The Ryder Cup is a competition that has longevity, and the consensus of all within the project was that its brand must be powerful to withstand any challenge. The power of the shield is a mark that has a contemporary feel to it. It is fundamentally sound and works well in applications from merchandising to the Internet, and yet remains self-contained."

About The Ryder Cup

The Ryder Cup is a biennial golf event contested by teams representing Europe and the United States with the Host Venue alternating between the two and it is recognized as being among the last great professional sporting events where winning, and not prize money, is its own reward. The competition was born in 1927, when enterprising English seed merchant Samuel Ryder commissioned the casting of a gold chalice that bears his name. The US Team defeated Great Britain, 9½ to 2½, in the inaugural matches in Worcester, Massachusetts, USA.

The 38th edition of The Ryder Cup was held at The Celtic Manor Resort, City of Newport, Wales, in 2010. Europe regained the Cup with a 14 ½ - 13 ½ victory on The Twenty Ten Course following a win by the United States at Valhalla Golf Club, Louisville, Kentucky, USA, in 2008. Players from Continental Europe became eligible to play in 1979 since when Europe have won eight times, the United States seven times with one match tied in 1989.

The 39th edition of The Ryder Cup will be played at Medinah Country Club, Medinah, Illinois, USA, from September 28-30, 2012.

About Ryder Cup Europe

Ryder Cup Europe, which comprises representatives of The European Tour (60%), of the PGA of Great Britain and Ireland (20%) and The Ryder Cup European Development Trust (RCEDT) (20%), owns the rights of The Ryder Cup when the competition is held in Europe. The European Tour is the Managing Partner and has prime responsibility for all matters concerning The European Team; the PGA of Great Britain and Ireland is the Founding Partner; and The Ryder Cup European Development Trust is responsible for the management of the Trust.

The Ryder Cup match and player issues rest with The European Ryder Cup Players and Stakeholders Board comprising Peter Baker, Ken Brown, Jim Christine, Miguel Angel Jiménez, Colin Montgomerie, Donato di Ponziano, Jean Van de Velde and Philip Weaver. The European Ryder Cup Players and Stakeholders Board is also responsible for ratifying The European Tour Tournament Committee's choice of Ryder Cup Captains. José María Olazábal has been named as the European Team Captain for The 2012 Ryder Cup.

The European Ryder Cup Management Board is responsible for the day-to-day management of the business of The Ryder Cup and comprises of Sandy Jones, Richard Hills, George O'Grady, CBE, Jonathan Orr and Mikael Sorling with John Yapp of the PGA of Great Britain and Ireland acting as the Partnership Secretary.

About the PGA of America

Since 1916, The PGA of America's mission has been twofold: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf.

By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry.

By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf. Davis Love III has been named the United States Captain for The 2012 Ryder Cup.

About Interbrand

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is among the largest brand consultancies and has grown to include 40 offices in 25 countries. The combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, The Best Global Brands, and creating a broader platform for the discussion on brands in the Webby-award winning website brandchannel.com. For more on Interbrand, visit www.interbrand.com.