



## **Kodak Challenge Fact Sheet**

### **About the Kodak Challenge**

The Kodak Challenge is a first-of-its-kind competition for PGA TOUR players and fans. The Kodak Challenge celebrates beautiful holes and memorable moments on the PGA TOUR and challenges players to perform their best on Kodak Challenge holes, with the winner taking home \$1 million and the Kodak Challenge trophy.

### **Rules**

- In 2009, 30 PGA TOUR tournaments will feature a designated Kodak Challenge hole.
- Players must play at least 18 of the 30 Kodak Challenge holes throughout the season to compete for the \$1 million and the Kodak Challenge title.
- A player's lowest score relative to par on the Kodak Challenge hole, made during an official competition round, will be recorded.
- A player's best 18 Kodak Challenge holes will make up his Kodak Challenge score. The player with the lowest cumulative score relative to par wins.
- In the case of a tie, a sudden death playoff will take place on the final Kodak Challenge hole immediately following the conclusion of the Children's Miracle Network Classic.
- For up-to-date standings go to [www.kodakchallenge.com](http://www.kodakchallenge.com) or [www.pgatour.com/kodakchallenge](http://www.pgatour.com/kodakchallenge).

### **Kodak Challenge Advisory Board**

The Kodak Challenge holes were selected by an Advisory Board of leading golf experts and influentials. They are David Feherty, CBS Sports golf analyst; Rees Jones, golf course architect; Jules Alexander, golf photographer; Andy Pazder, PGA TOUR Senior VP, Tournament Administration; and, Lance Barrow, CBS Sports golf, Coordinating Producer.

### **Kodak and the PGA TOUR**

In 2008, Kodak and the PGA TOUR launched a six-year marketing partnership that along with the Kodak Challenge, includes Kodak's familiar red and yellow branding on on-site digital scoreboards, as well as corporate hospitality. Kodak is the Official Imaging Provider of the PGA TOUR and an Official Marketing Partner of the PGA TOUR.

### **Follow the Kodak Challenge**

Kodak Challenge: [www.kodakchallenge.com](http://www.kodakchallenge.com)

PGA TOUR: [www.pgatour.com/kodakchallenge](http://www.pgatour.com/kodakchallenge)

Facebook: [www.facebook.com/kodakchallenge](http://www.facebook.com/kodakchallenge)

Twitter: [www.twitter.com/kodakchallenge](http://www.twitter.com/kodakchallenge)

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