



FOR IMMEDIATE RELEASE

Tuesday, September 27, 2022

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Korn Ferry Tour Announces Magnit Championship

*Inaugural Magnit Championship will take place August 17-20, 2023
at Metedeconk National Golf Club in Jackson Township, New Jersey*

PONTE VEDRA BEACH, Florida & JACKSON TOWNSHIP, New Jersey – The Korn Ferry Tour, Outlyr and Magnit announced today a four-year partnership to host a new professional golf tournament – the Magnit Championship – beginning in 2023. The inaugural Magnit Championship will be played August 17-20, 2023, at Metedeconk National Golf Club in Jackson Township, New Jersey.

Magnit, which was previously known as PRO Unlimited until last month, is a global leader and pioneer in contingent workforce management. Magnit will become the title sponsor of the new Korn Ferry Tour event through at least 2026. The Magnit Championship marks the Korn Ferry Tour's first event in New Jersey since the 1997 Laurel Creek Classic, which was played at Laurel Creek Country Club and won by six-time Korn Ferry Tour winner Matt Gogel.

"We are thrilled to partner with Magnit to bring Korn Ferry Tour golf to the Tri-State area," said Korn Ferry Tour President Alex Baldwin. "This market is home to incredibly passionate golf fans, and we've been working hard to bring a tournament back here for some time. Metedeconk National Golf Club is an outstanding facility and is reflective of the quality of golf course we strive to provide our members. We are grateful to the Magnit team for their commitment to the Korn Ferry Tour, and we look forward to making a positive impact in the community for years to come."

The Magnit Championship is a 72-hole tournament featuring 156 players from around the world and will be the 22nd of 26 events on the 2023 Korn Ferry Tour schedule.

"Next summer, the Magnit Championship will provide excitement and drama, as it will serve as the final opportunity for Korn Ferry Tour members to qualify for the 2023 Korn Ferry Tour Finals," added Baldwin.

The 2023 Korn Ferry Tour season will begin with The Bahamas Great Exuma Classic at Sandals Emerald Bay in January and conclude in October with the Korn Ferry Tour Championship presented by United Leasing & Finance, where 30 PGA TOUR cards will be awarded based on the points list. The final four events of the season will now be known as the Korn Ferry Tour Finals and will feature fields of 156, 144, 120 and 75 (no-cut event).

“Magnit and the Korn Ferry Tour share a guiding principle: to build community by developing talent,” said Magnit President Gregg Spratto. “Becoming a part of the PGA TOUR family is exciting enough but providing up-and-coming golfers with an opportunity to showcase their skills makes the partnership all the more meaningful. Creating opportunities for talent sits at the heart of what Magnit does, and the Magnit Championship will be an extension of that work.”

Magnit ambassador Denny McCarthy is a two-time Korn Ferry Tour graduate. McCarthy earned his first PGA TOUR card with three top-25s in the 2017 Korn Ferry Tour Finals and retained his TOUR card a year later with a four-stroke victory at the 2018 Korn Ferry Tour Championship – then held at Atlantic Beach Country Club in Atlantic Beach, Florida – to finish atop the 2018 Korn Ferry Tour Finals Points List.

“I’m thrilled to see Magnit as a title sponsor on the Korn Ferry Tour for a few reasons,” said McCarthy. “The Korn Ferry Tour is where I earned my PGA TOUR card back in 2017 and it’s been an amazing journey since then. Also, I teamed up with Magnit last season, so it’s great to see them support all the players. Partnering with companies like Magnit is important to me because I look for those organizations who demonstrate an unwavering commitment to excellence within their space. As players, we pride ourselves on that same commitment to winning and dedication to the sport. I hope we have a fantastic tournament and wish everyone the best.”

Since retaining his card via the 2018 Korn Ferry Tour Finals, McCarthy has made four consecutive FedExCup Playoffs appearances, in addition to a career-high finish in the FedExCup Standings (No. 37) this past season.

Metedeconk National Golf Club, which originally opened in 1987, is located in the upper region of the New Jersey Pinelands and is routed through the local marsh and lowland pine forest. Metedeconk National Golf Club is a private, 27-hole facility, which was designed by world-renowned golf course architects Robert Trent Jones, Sr. and Roger Rulewich. To download course imagery of Metedeconk National Golf Club, please click [here](#).

Outlyr, a global sports and entertainment agency who manages multiple professional golf tournaments on the LPGA Tour and PGA TOUR Champions, will manage and operate the Magnit Championship. Outlyr Executive Vice President Ryan Cannon, who served as Championship Director for multiple PGA Championships – including 2016 at Baltusrol Golf Club, 2013 at Oak Hill Country Club, 2011 at Atlanta Athletic Club and 2008 at Oakland Hills Country Club – will serve as the tournament director for the Magnit Championship. Cannon officially joined Outlyr on September 6, 2022, and brings a wealth of event production, operations, philanthropy and leadership experience from his 21-year tenure at the PGA of America.

“I’m excited to bring my passion for golf and creating impact to the Magnit Championship,” said Cannon. “I look forward to collaborating with Metedeconk National Golf Club, Magnit, the Korn Ferry Tour and Jackson Township to deliver a world-class experience in 2023 and beyond.” Magnit’s industry-leading Integrated Workforce Management (IWM) platform is supported by 30-plus years of innovation, modern software, proven expertise and world-class data and intelligence, and enables companies to optimize talent and diversity goals while achieving operational and financial success.

“Magnit has been an absolutely phenomenal sponsor and a great partner of mine,” said six-time LPGA winner Jessica Korda, who serves as a brand ambassador for Magnit. “I’m so excited to see that they’re giving another opportunity for the Korn Ferry Tour players to be able to play and earn their PGA TOUR cards. I know that this is a really big deal to a lot of the players, and all they need are opportunities. It’s phenomenal to see a company like Magnit stepping up and giving that to them. I’m really excited about the event and wishing everyone good luck.”

“Tri-State area fans are super rowdy and fun,” added Korda. “They’re some of my favorite crowds to play in front of. I think the Korn Ferry Tour players are going to have an absolutely fun time.”

For more information about the Magnit Championship, visit www.MagnitChampionship.com. Follow the Magnit Championship on Twitter and Instagram @MagnitChamp, and on Facebook @Magnit Championship.

To download the Magnit Championship logo, please click [here](#).

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About Korn Ferry Tour

Founded (1990), owned and operated by the PGA TOUR, the Korn Ferry Tour identifies and develops golf's next stars, preparing them to compete and win on the game's biggest stage. The Korn Ferry Tour, which has served as a path to the PGA TOUR since its inception, will award 30 PGA TOUR cards based off its points list in 2023, with the No. 1 player earning exemptions into the following year’s PLAYERS Championship and U.S. Open. With more than 600 PGA TOUR titles, 28 major championships and six FedExCup champions, Korn Ferry Tour alumni make up 88 percent of the PGA TOUR’s current membership. To learn more about the PGA TOUR, the Korn Ferry Tour and to follow the season-long quest for a PGA TOUR card, visit PGATOUR.COM or follow the Korn Ferry Tour on social media.

Six Korn Ferry Tour events are televised annually on GOLF Channel in the United States, with tournament programming also available via 22 linear TV partners in 170-plus countries and territories. Over 70 hours of live coverage is available in 130-plus countries and territories. Programming is also available via the OTT platform GOLFTV powered by PGA TOUR in every

market outside of the United States (240-plus countries and territories), excluding China, Korea and Russia, with live coverage distributed in 130-plus countries and territories.

About Magnit

Magnit™ is a global leader and pioneer in contingent workforce management. Our industry-leading Integrated Workforce Management (IWM) platform is supported by 30+ years of innovation, modern software, proven expertise, and world-class data and intelligence. It enables companies to optimize talent and diversity goals while achieving operational and financial success. With Magnit, companies can adapt quickly to the evolution of work to grow their extended workforce with greater agility, transparency, and speed. magnitglobal.com

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About Outlyr

Outlyr is a global event management and sponsorship consulting and activation agency that specializes in the development and execution of engaging events and experiences for brands. Outlyr creates strategic marketing platforms by leveraging its experience in event management, partnership marketing and customer engagement to enhance affinity for our clients. In addition to managing 12 professional golf tournaments, Outlyr also operates a number of other sporting and lifestyle events and manages the sponsorship portfolio for several blue-chip clients. For additional information, visit www.Outlyr.com.

About Korn Ferry

Korn Ferry is a global organizational consulting firm. We work with clients to design their organizational structures, roles and responsibilities. We help them hire the right people and advise them on how to reward, develop and motivate their workforce. And, we help professionals navigate and advance their careers.