

November 6, 2012

PGA Commissioner Tim Finchem
PGA Tour Headquarters
100 PGA Tour Boulevard
Ponte Vedra Beach, FL 32082

Dear Commissioner Finchem,

In the enclosed document I am providing the PGA Tour and you, I have developed the possibility of the PGA Tour adding a **team season** within its already established individual infrastructure. Thus, the PGA Tour becomes not only an individual sport but a team sport.

Although the PGA Tour's 2013 season will now encapsulate an INDIVIDUAL season with the change of the FedEx Cup Playoffs culminating the 2013 season, I am proposing the PGA Tour can also add a TEAM season. I used data from the PGA Tour's 2011 season to illustrate how golf can become a team sport.

The PGA Tour has yet to unlock the true genius of team golf: a team season. It does not recognize the possibility of having a team competition THROUGHOUT an entire season, rather than merely as a singular event. It has not scratched the surface of the potential of how to take its existing official season with its official tournaments and create a season-long team competition within its individual sport.

By offering more - live draft, teams, team season, and team championship event – from season to season for the golf fan and sports fan, the PGA will create a new buzz around its sport that has the potential to unlock new revenue streams.

With the PGA season now more attractive to golf fans, younger fans, and general sports fans who might now tune in for the draft and team championship event, the PGA Tour is pushing outside its niche market. The growing fan base and added attention to the PGA season can do nothing but pique the interest of sponsors and increase attendance at individual tournaments.

I hope you take a moment to read the enclosed as I feel strongly that the team concept I have proposed is a true possibility for the PGA Tour. What I am most proud of in the creation of this proposal is how seamless the integration of teams and a team season is for the PGA Tour as detailed in the document. Each PGA season can now not only culminate with an INDIVIDUAL championship event but also a TEAM championship event that identifies the BEST TEAM of players for that season. It happens in sports all around us. And it can happen for the PGA Tour.

I appreciate you taking the time to read and consider my proposal. If interested, please get in touch with me to further discuss.

Sincerely,

Bobby Forst
President, 18whiskeyshots, Inc.