



Official Allergy Relief Product of the PGA TOUR

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CONTACT: Chris Cox, PGA TOUR, chriscox@pgatourhq.com

Samantha Higgins, Kenvue, shiggins@kenvue.com

ZYRTEC® Partners With PGA TOUR as First Official Allergy Relief Sponsor

The #1 doctor recommended OTC oral allergy brand launches new 360° “Yes Season™” campaign, empowering allergy sufferers to embrace spring adventures

SUMMIT, N.J., and PONTE VEDRA BEACH, FLA. (March 3, 2026) – Kenvue Inc. (NYSE: KVUE) today announced a multi-year partnership between ZYRTEC® and the PGA TOUR, making ZYRTEC® the first Official Allergy Relief Sponsor of the league. The partnership debuts alongside the brand’s new “Yes Season™” campaign, rooted in the insight that seasonal allergies often get in the way—making people rethink plans and miss out on things they normally love. With ZYRTEC®, the one in four adults with seasonal allergies can push past those barriers, say “yes” to Spring and keep doing their thing— whatever that may be.

“Spring allergies affect millions, and golf is where those symptoms can show up hardest—hours of exposure to grass and pollen can challenge even the best players,” said Jenn Lovell, Commercial Head, US Allergy & Cold, Kenvue. “As golf season collides with allergy season, ZYRTEC® is proud to partner with the PGA TOUR to deliver relief that helps the 85% of players impacted by allergies stay in the game—while also helping a growing community of fans and golf enthusiasts fully enjoy the sport they love.”

As part of the four-year agreement, ZYRTEC® is also teaming up with two-time PGA TOUR champion Akshay Bhatia and rising star Neal Shipley as Player Ambassadors. Throughout the season, both players will be featured in digital and social content highlighting how reliable fast*-acting, long-lasting relief with ZYRTEC® helps them perform at their best.

“Throughout my career, it seems my intense allergy symptoms tend to hit during the hardest and most important weeks of my year,” said professional golfer & ZYRTEC® Ambassador Akshay Bhatia. “That’s why I’ve relied on ZYRTEC as a part of my routine for years, to ensure that even at the tournaments with the highest allergens, I’m not letting it affect how I show up on the course.”

ZYRTEC® will engage consumers through an on-site experience at five tournaments in high-allergen regions. Fans can take on the Pollen PuttPutt, unwind at The Relief Club, and pick up exclusive

ZYRTEC® swag—all while learning how the brand delivers 24 hour indoor and outdoor allergy relief for the entire family.

- Arnold Palmer Invitational presented by Mastercard – Orlando, FL (March 2026)
- THE PLAYERS Championship – Ponte Vedra Beach, FL (March 2026)
- RBC Heritage – Hilton Head Island, SC (April 2026)
- Truist Championship – Charlotte, NC (May 2026)
- TOUR Championship – Atlanta, GA (August 2026)

“We are pleased to welcome ZYRTEC into our marketing partner family as the Official Allergy Relief Sponsor of the PGA TOUR and PGA TOUR Champions,” said Dan Glod, Executive Vice President, Corporate Partnerships. “With our players and fans in mind, we’re thrilled to now provide relief on-site at tournaments as the golf calendar shifts to the Spring and allergy season kicks into high gear.”

To further support allergy sufferers nationwide, ZYRTEC® is premiering a new :15 spot showcasing how doctor recommended relief empowers people to fully embrace Spring—whether that’s hitting the golf course, enjoying outdoor adventures, or saying yes to every invitation and spontaneous moment.

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About PGA TOUR

By showcasing golf’s greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions events on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. PGA TOUR members represent the world’s best players, hailing from 28 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR operates PGA TOUR Studios—a state-of-the-art production studio redefining golf content for fans worldwide—and has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel, with video streaming service on ESPN+ and additional coverage on multiple Free Ad-Supported Television (FAST) channels. Internationally, the PGA TOUR Studios-produced World Feed is available across 200+ countries and territories in 30 languages via 39 broadcast and digital partners. To date, events across all Tours have generated more than \$4 billion in charitable giving. Fans can follow the PGA TOUR at PGATOUR.COM, on the app and in multiple languages across their favorite social media pages.

About ZYRTEC®

As the #1 doctor and allergist recommended oral OTC allergy brand, ZYRTEC® is here to help you

take control of your indoor and outdoor allergies. ZYRTEC® provides superior allergy care to empower you to live a more connected everyday life, unburdened by allergies.

About Kenvue

Kenvue Inc. (NYSE: KVUE) is the world's largest pure-play consumer health company by revenue. Built on more than a century of heritage, our iconic brands—such as Aveeno®, BAND-AID® Brand, Johnson's®, Listerine®, Neutrogena®, and Tylenol®—are science-backed and recommended by healthcare professionals around the world. At Kenvue, we harness the extraordinary power of everyday care to earn a place in consumers' hearts and homes. For more information, visit www.kenvue.com.

** Starts acting at hour one.*