



Official Rideshare Sponsor of the PGA TOUR

FOR RELEASE: August 24, 2026

CONTACTS: Jimmy Reinman, PGA TOUR, jamesreinman@pgatourhq.com

Uber, press@uber.com

PGA TOUR taps Uber as Official Rideshare Sponsor, Uber Eats as Official On Demand Food Delivery Sponsor

Multi-year partnership to kick off this week at the TOUR Championship

PONTE VEDRA BEACH, Fla., and SAN FRANCISCO — The PGA TOUR and Uber Technologies, Inc. (NYSE: Uber) announced today a new multi-year official marketing partnership that names Uber as the Official Rideshare Sponsor and Uber Eats as the Official On Demand Food Delivery Sponsor of the PGA TOUR and PGA TOUR Champions.

The multi-year partnership will help make it easier than ever for PGA TOUR players and fans to travel to and from their favorite events, giving them more time to enjoy the on-site experience and follow the game's biggest stars.

"The PGA TOUR is thrilled to work with Uber, whose service will provide seamless pickup and dropoff to fans week in and week out across our schedule," said Dan Glod, PGA TOUR Executive Vice President, Corporate Partnerships. "This new official marketing partnership will help us further enhance the on-site fan experience and support our events logistically, and we are eager to work with Uber to create innovative new ways in which to connect them with our fans and players."

As part of the agreement, Uber will receive exclusive category rights as the Official Rideshare Sponsor and Uber Eats as the Official On Demand Food Delivery Sponsor of the PGA TOUR and will be integrated across a range of digital and social platforms, tournament activations and fan engagement initiatives. The partnership will enhance the fan experience and provide new opportunities to connect with the PGA TOUR's highly engaged global audience.

"With millions of fans attending PGA TOUR events throughout the season, we're proud to bring this partnership to life," said Pradeep Parameswaran, Global Head of Mobility at Uber. "We look forward to delivering innovative experiences for fans and players, building on our experience helping people get to and from major events, and providing them with the convenience and reliability that Uber is known for."

Earlier this year, Uber introduced Uber Golf, a seasonal offering that helps get casual and avid golfers alike to and from the course. The ultimate way to start a round, Uber Golf includes the

option to reserve a ride for up to four players with their clubs. Rides can be reserved up to 90 days in advance, so users can lock in tee times and focus more on their backswing and less on how to get there.

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About PGA TOUR

The PGA TOUR's mission is to deliver the world's most compelling professional golf competition, featuring the sport's greatest players, for fans, partners and communities. The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, operates the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and PGA TOUR University. To date, events across all Tours have generated more than \$4.4 billion in charitable giving.

About Uber

Uber's mission is to create opportunity through movement. We started in 2010 to solve a simple problem: how do you get access to a ride at the touch of a button? More than 79 billion trips later, we're building products to get people closer to where they want to be. By changing how people, food, and things move through cities, Uber is a platform that opens up new possibilities.