

CHRYSLER CHAMPIONSHIP
Westin Innisbrook
Copperhead Course
Palm Harbor, Fla

October 26, 2005

Pre-tournament -round quotes

AN INTERVIEW WITH DAVIS LOVE III

THE MODERATOR: Davis Love, thanks for joining us. Finishing up the season you are going to play again in the TOUR Championship next week. I know you would like to get a win under your belt this week at the Chrysler Championship and maybe start with some opening comments.

DAVIS LOVE III: Yes, that's really all that's left to me to get back in the winner's circle. This week, and obviously next week, the last two chances.

So this time of year everybody is playing for something. I'm just trying to get a win. And hopefully two and finish off the year.

THE MODERATOR: Questions?

Q. You should do well here, shouldn't you? I mean given that you played here for a long time and seemed to like the course. It's why you keep coming back I would think.

DAVIS LOVE III: Yes, well, I like the tournament, and I like the golf course. I've done well here in the past, you know, and it's grass kind of conditions that I'm used to playing in grainy greens and stuff like that. I should do good here. I should do good a lot of places.

So hopefully if I'm patient it's going to pay off one of these week.

Q. When you get toward the end of the year how do you break down the season. How would you assess the way things have kind of fallen this year?

DAVIS LOVE III: Well, my goal this year was to try to -- you know I finished last year poorly, hurt and frustrated and withdrew in the middle of the round at TOUR Championship. So I wanted to be healthy and gave myself a chance to win and make the President's Cup team, and have a good solid year and play the whole year. I almost played it. I withdrew from Greensboro. It was after the President's Cup. I was kind of dead and felt like the same thing could have happened to me that happened last year if I kept pushing myself and ended up in a hole.

So I took a week off, and I went back and worked out. I felt really good at -- well, pretty good at San Francisco and really good at Vegas. I accomplished, really the biggest goal was to get healthy and make it through the year. Now I feel really good going into the last two weeks, as opposed to last year I was just wondering if I could finish.

So on that note, I think it was a pretty successful year because I got healthier and feeling better and more excited about my game and able to practice and things like that. Obviously a year without a win, or two in a row is pretty frustrating.

So, hopefully, like I said, stay patient and hopefully accomplish that goal before the end of the year.

If not, it's a pretty good year. I had a chance to win a few times. I had a really good chance to win the PGA and made the President's Cup team and had a great week there, so I got myself a few Ryder Cup points for next year.

They say next year is the most important year but if you're in the Top-4 or 5 starting off, you're in much better shape.

I'm already excited about next year whereas this time last year I was wondering what I was going to do over the winter and would I be able to be healthy the following year, so I feel good about it.

Q. Talking about your history here and playing, obviously it's not Hilton Head, but does a kinship develop with golf courses and players?

DAVIS LOVE III: Well, you know, that there is places that fit the way you play, and fit your eye and places that you like. And I have always been pretty comfortable around this golf course. You know, winning over and over again certainly makes the golf course more and more comfortable. I played a lot of good rounds here, so I like it. It's one that I look forward to coming to.

I don't need to play two practice rounds to figure out what to do on the golf course. I kind of know what's going on.

Q. What is it about the course? A lot of players do seem to compliment it? Can you put a finger on why that is?

DAVIS LOVE III: Yes, except for a couple of quirky holes around the lake, it's a pretty traditional golf course. They like the greens. You know, it's funny, the more traditional and old school looking the greens are, the more the players like the golf course.

You know, if somebody says you could hold a Major on these kind of greens, then players seem to like it.

I think it's kind of a throw back design and it's a good quality golf course. It's one of the best we play really on Tour. So guys, it may take them a year or two and they figure it out and that attracts a good crowd.

Q. How does this golf course compare to the Florida golf courses during the Florida swing, and indeed, the Players Championship week opens up, could this be a logical event to come part of the Florida swing?

DAVIS LOVE III: I think this tournament has always had a strong community sport, and strong sponsorship. It's had different ones, but it's a great market for a sponsor.

I think it can step in really any time during the year. Golf course-wise you don't really want to get into a ranking thing, but it's probably one of the best we play on TOUR. That means it's probably the best one in Florida that we play on TOUR. A lot of the other courses have had a lot of changes, but this is definitely one of the players' favorite.

You could play, I think any time of the year, any tournament here.

Q. How much do you know about the '07 schedule?

DAVIS LOVE III: A lot. I'm on the word.

Q. I don't know if you guys met recently.

DAVIS LOVE III: Only ever week. It's non-stop right now. The board members that are on now, and that carry on for the next year, well next year especially, and then into '07, they got their work cut out for them certainly. It's lot to be accomplished in the next two years. And I think that's a good thing.

You know, like when Tim was chosen as commissioner, the guys that were on the board then, the year before, and the year of the transition and all of that, they had a lot of work. I was involved in that too. I've seen three different kind of stretches of being on the board. It's going to be a lot of work. I mean even Tim last night asked the pack, that's current this year, you guys might not be on the pack next year, but I want to keep you in on the loop of what we're doing. Because you guys have been through this process this year.

The way it works, the staff knows a whole lot. The board knows almost as much. And the pack knows a little bit more than everybody else. And then the membership knows --

Q. Nothing. (Laughter.)

DAVIS LOVE III: They've learned a lot in the last couple of weeks. The problem is you only get 50 guys come to a meeting. So it's hard to spoon feed it out there when you are only getting a few guys every week to come and listen.

Q. Davis, how close are they getting? Are they making a lot of headway? Is there any particular model that you would favor?

DAVIS LOVE III: Yes, well, the model that we all favor because we have been working on it for a year plus. I think they are real close. Obviously TV negotiations are November, basically. And that's going to be when we find out what's going to happen. I think after November into the first of the year we'll know exactly what's going to happen.

Q. Is it likely Tim will have something definitive to say next week at THE TOUR Championship?

DAVIS LOVE III: Yes, I think he may be close, but it may be the first of the year before. I'm not real sure. There is bits and pieces. But everything, as you can imagine, has to fall together. One piece you can't really say, we're going to do this without it affecting a whole bunch of other things, so he might not be able to announce things that are essentially done until a few other pieces fall. But I suspect that some time in the next month he'll have something to announce.

Q. You probably read a lot of speculation over the last three months, haven't you?

DAVIS LOVE III: It's been a lot of fun to read it.

Q. What would be the one thing that is not right? It could be the smallest thing in the world?

DAVIS LOVE III: The schedule. The order of tournaments in the schedule and the speculation. I mean really, everybody is guessing. I mean even Tim is guessing some. So we are all guessing on what's going to happen. So it fun to see which way it's going to fall and how.

You know, there are some things that, I can't believe how right they are. And I can't believe how wrong they are. But that's speculation.

Q. What would be an example?

DAVIS LOVE III: Of things that are wrongs or things that are right?

Q. That are wrong.

DAVIS LOVE III: Just the order of tournaments. Who is in? Who is out? There will be just as many rounds as golf in '07 as there are in '06. I think that's one of the big misconceptions that a lot of players in tournaments think, especially middle of the year, they thought all of these tournaments are going to get canceled. But we have just as many tournaments, just a different order.

Q. Is it safe to say in a general sense that the whole September model is kind of how it's going to play out?

DAVIS LOVE III: Yes, I think that's been enough out there that that's kind of the idea is maybe finish before football. That's always been a great idea for 10 or 15 years. Finish before football. But it's hard to figure out a model that works. You can't really finish anything before football. They start so early. Even their preseason gets great ratings.

What we are looking at, if you go back and look at the President's Cup, and San Francisco, American Express, they both got huge ratings just into the start of the football season.

So if we can carry it that far, that's about as far as we think we can carry the audience into football.

And then after that you lose them to football, baseball playoffs and other things.

So it's hard to, you know -- the rating this week, no matter what you do, is going to be hard because we are seven weeks, eight weeks into football.

It's hard to keep them interested. You look at NASCAR, they went to -- I'm a NASCAR fan, so to me it was a drastic, drastic change. I didn't like it. I didn't want them to change. But now I really like it. I like Jeff Gordon being out and winning a race. I like following. It's not the same. But sometimes staying the same is not good. I like what they're doing. Obviously, we all have to be patient with it. But in the next month we will kind of find out what's going on.

Q. Can you address how they're looking at dealing with these tournaments at the end of the year, whether this one is part of it or not, there are a significant number that would come after THE TOUR Championship and everyone is sort of wondering how will those events remain viable if you actually end the season at THE TOUR Championship. Yet there is tournaments that follow it that count; how would that work?

DAVIS LOVE III: It will work. Like I said, the middle of the year the tournaments were very consistent, they were in the fall, and now they're very, very happy. They are actually more excited than they were the year before. So when it comes out you will see that there is still maybe two of them that are still trying to get their hands around it.

But the more they understand the way it could work, the more they're excited. You know, right on down the list. And most of them have been good about not talking about it. I think in the long run, they are going to be happier than they were before.

Q. At what point did the idea get abandoned of starting the '08 season at the end of the TOUR Championship?

DAVIS LOVE III: I was a big proponent of that. I thought we should start right back over. If you end it in September, and then if you continued on the chase for the card or whatever, those guys are essentially playing for -- to get in the chase for the next year.

So there is not just well the Top-30 guys play in the championship and now it's over.

If you kept playing for your card to be in the Top-125, well then you got a chance to not only get your TOUR card, but you're back in the cup race for the next year.

So the more people get their hands around it, and say, wait a minute, a guy could play in the fall and get himself into, you know, he can go from 160 to 100 and get himself in it for next year. It's not just getting his TOUR card. He is in that big cup race for the next year, and he's got a lot of great tournaments to play in.

I think with six or seven tournaments in the fall that will be better tournaments than they were before. You know, Vijay is not going to pack it in. I'm not going to pack it in. Guys are going to play.

Q. Phil is going to pack it in?

DAVIS LOVE III: Probably. And maybe David Toms packs it in. I hope they do. If they stop at the Ryder Cup and they don't play until January, they can't beat us, I don't think, in January and February. So I hope they do pack it in.

There is going to be a lot of golf in the major season. And there is going to be a lot of golf at the end of the year finally and guys will probably want some sort of break. But you don't want to quit. This is not a game you can quit. It's not like football. Well, I'll just go to the gym and work out three times a week in the off season, and I'll be ready to play. Next year, I'll be healthier.

This is golf. You got to keep playing. You've seen that the guys that play it a little bit in November and December come back out ready to go in January and February.

I don't know a whole lot of guys who quit for 8 or 10 weeks.

Q. Was golf meant to have a Super Bowl or whatever?

DAVIS LOVE III: Well, it's meant to have an exciting conclusion to the season. It's not just going to be one event. It's going to be a series. And, you know.

Q. I thought it was all about the four majors.

DAVIS LOVE III: You know, Player of the Year is always -- you've always had the money title. All of these awards that, frankly when it gets down to six weeks to go, and a guys got a \$2 million lead, or a big points lead, when are we going to give him his trophy? Well, we'll give it to him and nobody even really pays attention to it.

But if you had all of that -- came right at the focus point of the big ending of the season. You know what, if you're not in the chase, or if you don't care about it, you don't care -- a lot of guys don't care about winning the money title. They just want to win a few tournaments, make a lot of money and make the Ryder Cup team. Money title isn't a big deal. But you still got four great tournaments at the end of the year. Four of your bigger tournaments all focused. You know the Majors won't change. Nothing we do, The Players Championship, The Ryder Cup, President's Cup, I don't think anybody is going to say well The Masters doesn't mean anything more. If they make their course 12,000 yards and nobody wants to play anymore.

The four Majors will be the four Majors and The Player's Championship is going to be a big tournament and then, you know, winning the cup, I think, is going to be just as big a deal.

Q. Do you think Tiger will be all over this, too?

DAVIS LOVE III: I think everybody, the top players that Tim has talked to has been excited about it.

Q. Doesn't it ask you to play a lot of golf in one small stretch and is there a danger by the time you get to the Ryder Cup for guys that are a little burnt?

DAVIS LOVE III: We are lobbying for a week off between the four weeks and the Ryder Cup which I think is important. So hopefully we'll get that done.

Q. In your specific case, you know, say you were part of that, as we would assume you would be, the points chase at the end, and your position at the end of the TOUR Championship, you are where you are, you play a tournament like this or Disney or whatever follows, would you be able to improve that? Or will you be locked in? In other words, for someone like you who is in that top tier, would there be anything to play for other than the prize money and obviously adding another tournament title to your resume?

DAVIS LOVE III: Yes, just playing tournaments and winning. You wouldn't be able to, you know, go from 40th to 20th on the money list. I mean you would be on the money list but the points would be done.

So it would be, you know, I live in Seattle, Georgia, Disney, Tampa or wherever else is close, it would be an easy week to go play. There is going to be big purses. Like I said, I just don't see Vijay, like now, what does he really have to play for these weeks except we're competitive and we want to play and we want to be ready for THE TOUR Championship.

You know, really if you are playing in November, you are getting ready for January, and there is not really much to play in November and December.

Tiger's tournament has been one of the best things that's ever happened to some of us that can get in every year because that's a stepping stone to the next year. Play that one a couple weeks off for Christmas and you are back at it.

I would think one in October, and one in early November and one in December, and then you're off the for the next year. I see one a minimum for me in that time frame.

Q. Pernice mentioned a new tournament in California, do you know anything about that?

DAVIS LOVE III: There is a possibility that we would have six or seven in the fall and that might be one of them.

Q. I thought the idea was to make the season shorter?

DAVIS LOVE III: No, the idea was to make the season more exciting and playing opportunities. You are going to have tournaments. What's been great for me is to look at Greensboro, San Antonio, Tampa, right on down the list. They do not want to lose PGA Tour golf. The brand. We don't care if we get a one rating. We don't care what our field looks like. We're not trying to get The Masters here. We want PGA Tour golf. We want the grand. We don't necessarily want the name. We don't have to have every player. And we don't want anything else. We don't want any other sports. We want PGA golf in Greensboro. We want it in Tampa. We want it in Orlando. That's been the best part of this process is seeing how strong the desire is to have it.

So the City doesn't want to lose it. As long as it's that strong, yes, there are cities that probably won't have it. Because there are other cities that want it more. And there will be some changes. But nothing drastic.

Q. There has been a lot of talk, one or two international stops after THE TOUR Championship, do you think the top tier players would support that, and is any component of this kind of globalizing the game a little more?

DAVIS LOVE III: I think they would look a lot like that tournament they played last year.

Q. In Korea?

DAVIS LOVE III: Yes.

Q. You get TOUR players over there but not the top?

DAVIS LOVE III: No.

Q. Do you know who won that?

DAVIS LOVE III: No.

Q. (Inaudible.)

DAVIS LOVE III: A great opportunity.

THE MODERATOR: They won a million dollars.

Q. After taxes 20.

DAVIS LOVE III: I will explain how that works later. You don't have to pay it over here. Like the World Cup, you know, that's a great tournament for a lot of guys. Tiger Woods doesn't play, but it's still a great tournament for a lot of players around the world and it spreads the brand. Stewart Cink and Zach are going to have a great time. They've played in it five times. They'll have a lot of fun and they'll probably win. It will be a great week for them. But we've seen it for however long the TOUR's been around. There hasn't really been that many tournaments that every player has played.

It's still very, very successful.

Q. Can you see this being divisive?

DAVIS LOVE III: Everything we do is divisive, slow play or whatever. There is always 20 or 30 guys that complain. And there are always 20 or 30 guys that are really happy. And the rest of them are just trying to get better at golf.

Q. This won't make any difference you don't think?

DAVIS LOVE III: No. I speak from a lot of experience on the board. You go to the meetings and there is guys that are working top players that are working with the TOUR on the direction that are there, and there is guys that are complaining, and then the rest of the guys are out on the driving range. That's just the way it is. Some guys are passionate about making a difference. Some guys are passionate about complaining. And the majority are just -- they think it's great, and they just want to get better and win. You know, you don't see much change. I've been doing it for -- well, by the time I'm done with this term, it will be 11 plus years of boards and meetings and all of that. And it pretty much doesn't change. The majority of the players are very, very happy, and they want to go win.

And 20 or 30 of us, you ask us questions, what's going on? 20 or 30 are complaining. You get the divisive side of it. The names change, the system really doesn't.

But the only thing I say to players is if you look at the numbers of the PGA Tour, the way it grows and I say would you invest in this company? Every player out here would invest in the company. If you just looked at the numbers, and you don't know what the company was, you say I don't care what they are saying, and what they are billing they would invest in the company. That's incredible growth. What guys need to understand is this company runs very, very well. It's because we have great independent directors and a great staff and a bunch of guys that work hard behind the scenes to make it happen.

As Tim says, it's not broken, we're just trying to make it better. Every time we go to TV we want something better. It's gone up \$400 million. Every TV contract basically, and payments to players, that's a pretty good record the last 12 years. We are just trying to do that again and not stay -- every other sport has gone backwards basically. We are trying to go forward in this period. It's a big goal.

Q. Has there been a worry though that TV overpaid in the last contract at all?

DAVIS LOVE III: Well, TV -- sponsors want more for their money. TV wants more for their money. They are having to pay a lot more and they want more for it. We are trying to give them more and that's what it boils down to.

If you go back and say what we would like to do is sell you the same thing we've been selling you, but we want you to pay more money for it, it really doesn't work.

Q. It's not a good investment?

DAVIS LOVE III: Look what baseball did. They added another round of playoffs. Look at football, they have more games. Hockey they restructured the whole game. Hockey is exciting. NASCAR, if you are going to ask people to keep paying more and more money for it, you got to give them more value and that's what we're trying to do.

The TOUR has always done that. It's got more and more exciting and bigger and bigger and bigger, and we're just trying to get it bigger and bigger and bigger. This is part of it this week here in Tampa.
