

Press Release



AT&T PEBBLE BEACH NATIONAL PRO-AM Announces Winners of 19th Annual 3M Scholarship Essay Contest

FOR IMMEDIATE RELEASE: January 15, 2014,

Monterey, California – Edie Ellison of Carmel High School and Orlando Sanchez of Alisal High School are winners of the 3M Scholarship Essay Contest in conjunction with the 2014 AT&T Pebble Beach National Pro-Am. The essays written by Edie and Orlando were judged best in the county by the Monterey Peninsula College English Department.

The theme for the essay was, "What suggestions do you have to improve the education system in the United States for future students to help keep our nation strong in years to come?" The two students each won a college scholarship in the amount of \$3,500 from 3M and will be invited to participate as standard bearers in the 3M Celebrity Challenge during the 2014 AT&T Pebble Beach National Pro-Am, Wednesday, February 5th at Pebble Beach Golf Links.

In addition, each school represented by the winners will receive a \$9,000 3M College Scholarship to be used at the school's discretion for other college-bound seniors. The competition is sponsored by 3M and the AT&T Pebble Beach National Pro-Am.

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About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse[®] and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by *FORTUNE*[®] magazine.

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About Monterey Peninsula Foundation

Monterey Peninsula Foundation (MPF) is a charitable foundation which disburses funds from the proceeds of the AT&T Pebble Beach National Pro-Am on the PGA TOUR and the Nature Valley First Tee Open at Pebble Beach on the Champions Tour. MPF focuses on improving the quality of life in Monterey County and surrounding areas. Since its inception in 1937 the AT&T Pebble Beach National Pro-Am has generated over \$110 million for charity.

In 2004 the First Tee Open was introduced to serve as a showcase for The First Tee whose global mission is to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. www.montereypeninsulafoundation.org

About the PGA TOUR

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 100 tournaments on the PGA TOUR, Champions Tour, Web.com Tour and PGA TOUR Latinoamérica. The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in communities in which it plays, and provide financial opportunities for TOUR players.

PGA TOUR tournaments are broadcast to approximately 715 million households in 225 countries and territories in 29 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2011, tournaments on the three Tours generated more than \$121 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.7 billion. The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

About Pebble Beach Company

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts, including The Lodge at Pebble Beach, The Inn at Spanish Bay and Casa Palmero. The company also operates four world-renowned golf courses: Pebble Beach Golf Links, Spyglass Hill Golf Course, The Links at Spanish Bay and Del Monte Golf Course. Its other famed properties include the scenic 17-Mile Drive and The Spa at Pebble Beach, and it annually hosts premier events such as the Pebble Beach Concours d'Elegance, the AT&T Pebble Beach National Pro-Am, the Callaway Pebble Beach Invitational, the Pebble Beach Food & Wine event and the Nature Valley First Tee Open at Pebble Beach. Site of the 2019 U.S. Open, Pebble Beach Golf Links has hosted five U.S. Opens, four U.S. Amateurs, one PGA Championship, and numerous other tournaments. www.pebblebeach.com.

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