



AT&T Pebble Beach National Pro-Am BIRDIES FOR CHARITY® PLEDGES OUTPACE LAST YEAR

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Monterey, California –*Birdies for Charity*® - the unique fundraising program for nonprofit organizations held in conjunction with the AT&T Pebble Beach National Pro-Am golf tournament – is outpacing last year’s charitable giving by over 100%. Pledges totaled \$63,000 at this time last year and are at \$132,000 this year. The program launched November 1st and 81 charities are actively participating. To donate to your favorite charity or for further information, go to <https://birdies.attpbgolf.com/>.

Participating charities are also invited to attend the Charity Shoot-Out Qualifier on Saturday, January 22 at 9:00 a.m. at Peter Hay Golf Course in Pebble Beach. Each charity will designate an amateur golfer to compete in a closest-to-the-hole contest to determine which top four charities will be participating in the Charity Shoot-Out during the week of the AT&T tournament.

This year’s Charity Shoot-Out will feature four current or former San Francisco Giants pitted against four current or former San Francisco Forty-Niners. Harris Barton , former 49er linebacker and Mike Krukow, former Giants pitcher, have been named team captains. The shoot-out is scheduled for Tuesday, February 8 at 1:30 p.m. at the 1st tee, Pebble Beach Golf Links. The \$100,000 charitable purse will be divided between the four qualifying charities and the Giants and Forty-Niners’ charitable foundations, based upon the team’s performance in the event.

Birdies for Charity[®] is a pledge drive based on the total number of birdies made by PGA TOUR professionals during the AT&T Pebble Beach National Pro-Am. Donors may make a flat donation or pledge a per-birdie amount. All charitable organizations with a 501(c) (3) designation are eligible to participate, subject to approval. Monterey Peninsula Foundation bears all administrative costs for the program and awards a 15% match on all funds received. In 2010 86 charities collectively raised over \$170,000 through this program. The program has raised over \$420,000 in its three year history.

Further tournament information is available at www.attpbgolf.com.

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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 3G 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 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 the AT&T Pebble Beach National Pro-Am came to the Monterey Peninsula in 1947, over \$85 million has been raised for charity.

In 2004 the First Tee Open at Pebble Beach 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; www.attpbgolf.com; www.thefirstteeopen.com

About 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 and Nationwide Tour. 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.

In 2010, the three Tours collectively have tournaments in 34 states and in 12 countries outside of the U.S. PGA TOUR tournaments are broadcast to nearly 600 million households in 231 countries and 30 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2009, tournaments on the three Tours generated nearly \$109 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to nearly \$1.5 billion. The company is headquartered in Ponte Vedra Beach, FL.

www.pgatour.com