

Press Release



AT&T PEBBLE BEACH NATIONAL PRO-AM TICKET PRICES TO GO UP AFTER JANUARY 15TH

FOR IMMEDIATE RELEASE: January 11, 2011

Monterey, California – There is still time to purchase tickets for the 2011 AT&T Pebble Beach National Pro-Am, February 7 – 13, at the special advance rate of \$50 per day. After January 15th the price increases to \$60. Tickets are available online at www.attpbgolf.com or by phone, 800 541-9091 or 831 644-0333. Net proceeds go to support hundreds of worthwhile charities throughout Northern California.

Leading pros on the PGA TOUR will be coming to Pebble Beach to vie for a \$6.3 million purse on Spyglass Hill, Monterey Peninsula Country Club's Shore Course and famed Pebble Beach Golf Links. They will be teamed with top celebrities including perennial favorites Bill Murray, Chris Berman, Ray Romano and George Lopez as well as first-timer Kurt Russell.

Practice round tickets, which are good for all three days Monday-Wednesday, are also \$50 in advance and \$60 after 1/15. Season badges, valid all week, are \$125 in advance and \$150 after 1/15.

Tickets to the Fairway Club overlooking the 3rd fairway of Pebble Beach, with food and beverage available for purchase Thursday through Sunday, must be purchased by January 15th. Daily tickets are \$100 per day or \$275 for the week.

Since the tournament moved to the Monterey Peninsula in 1947 Monterey Peninsula Foundation has made charitable donations totaling more than \$86,000,000. The 2010 tournament generated more than \$7 million.

#

For further information:

Cathy Scherzer
Monterey Peninsula Foundation
831 649-1533
cscherzer@attpbgolf.com

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.
www.att.com

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