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**AT&T PEBBLE BEACH NATIONAL PRO-AM CONTESTANT WELCOME PARTY  
TEES OFF WITH VIRGIN ATLANTIC AIRWAYS**

South Norwalk, CT (February 7, 2011) – Virgin Atlantic Airways made a major play for the U.S. golf market as it helped to kick off the AT&T Pebble Beach National Pro-Am tonight. Virgin Atlantic took on the role of Presenting Sponsor at the Contestant Welcome Party, hosted by the Monterey Peninsula Foundation. The event took place at Clint Eastwood’s beautiful Mission Ranch in Carmel, and was attended by PGA TOUR Professionals and amateur players from the world of sports, entertainment and business.

This new partnership is part of a global program aimed at the golf segment. In addition to supporting the AT&T Pebble Beach National Pro-Am, Virgin Atlantic also runs its *Swingers* initiative, where Flying Club participants compete to earn a coveted spot at the annual golf tournament held at some of the world’s most stunning courses. The airline also has a 'golf clubs fly free' policy and flies thousands of golfers each year to world-class courses in over 30 of Virgin Atlantic’s destinations.

Chris Rossi, Senior Vice President, North America, Virgin Atlantic, commented on the partnership:

“It’s an exciting opportunity for Virgin Atlantic to sponsor the Contestant Welcome Party where many of the world’s greatest golfers come together to celebrate the start of the AT&T Pebble Beach National Pro-Am. The U.S. golf market is important to Virgin Atlantic and this partnership enables us to raise awareness of our services such as 'golf clubs fly free' to the golfing community. We look forward to continuing our relationship with the Monterey Peninsula Foundation and supporting their charitable endeavors while building the profile of Virgin Atlantic as the best carrier to London and beyond for golfers.”

Ollie Nutt, CEO, Monterey Peninsula Foundation commented:

“Virgin Atlantic adds to the global flavor of our event and we look forward to a long and mutually rewarding partnership. The welcome party is always a wonderful way to kick off the tournament. Virgin Atlantic’s participation has added a fun, new dimension and their commitment to servicing the golf market is a perfect fit with our demographic.”

Virgin Atlantic’s British heritage was captured in the look and feel of the Contestant Welcome Party, from cabin crew greeting guests upon arrival and showing them to the Upper Class Suite, to enjoying a British beer at the onboard bar, or delving into a traditional English dish of fish & chips and bangers & mash. Professionals, amateurs and their guests had the opportunity to test their flight skills by virtually flying a simulator from one of Virgin Atlantic’s 10 U.S. gateways to its home base at London Heathrow.

Virgin Atlantic fliers and fans can learn more about Virgin Atlantic’s golf programs and where we fly by logging onto [www.virginatlantic.com](http://www.virginatlantic.com).

**For further information, please contact the Virgin Atlantic U.S. Press Office at 203.750.2570.**

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