

Press Release



MOBILE APPS UNVEILED BY AT&T PEBBLE BEACH NATIONAL PRO-AM

Android and iPhone Apps to Provide Digital Spectator Companion

FOR IMMEDIATE RELEASE: February 7, 2011

Monterey, California - As part of its effort to enhance the spectator experience, the AT&T Pebble Beach National Pro-Am has deployed a mobile application platform providing fans with information, breaking news, social networking links and video throughout the 2011 tournament. Free mobile applications are available for download for Android phones through the Android Market and for iPhone at the iPhone App Store or through iTunes.

The mobile app rollout coincides with the tournament's new mobile device policy, which for the first time, allows spectators to carry mobile devices on the course as long as they're on silent mode. The policy also limits phone calls to designated areas at Pebble Beach Golf Links, Spyglass Hill and Monterey Peninsula Country Club's Shore Course and bans the use of cameras for photos or video.

"We want our fans to get the most out of the tournament, while honoring our commitment to the PGA TOUR," said Steve Worthy, tournament director. "The new mobile device policy and

these mobile apps will improve the spectator experience while ensuring the integrity of the competition."

The 2011 AT&T Pebble Beach National Pro-Am apps provide details of the new mobile device policy, daily pairings, event highlights, directions and parking information, tournament news, weather, social links and video reports throughout the tournament. The iPhone app also features optional "push notifications" for breaking news and information.

The official tournament mobile apps were developed by Salinas based, OMG Media Group, and are available for free download at the links below:

Android Market

<https://market.android.com/details?id=com.appmakr.app120859>

iPhone App Store

<http://itunes.apple.com/app/at-t-pebble-beach-national/id416378160?mt=8#>

###

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 Champion 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 \$87 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 2010, tournaments on the three Tours generated nearly \$120 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to nearly \$1.6 billion. The company is headquartered in Ponte Vedra Beach, FL.

www.pgatour.com

About OMG Media Group

OMG Media Group is a progressive, interactive media firm that merges client marketing and PR with existing and emerging web, social and video technologies. OMG works with local, regional and national clients with a focus on event, healthcare, agriculture and non-profits. OMG is a full service agency providing video production, web design and development, application development and social media integration. The company is based in Salinas, California.

www.omgmediagroup.com

For further information:

Cathy Scherzer

Monterey Peninsula Foundation

831 649-1533

cscherzer@attpbgolf.com