

PRESS RELEASE



AT&T PEBBLE BEACH NATIONAL PRO-AM Special Anniversary Ticket Offer -AT&T Celebrates 25 Years as Title Sponsor-

FOR IMMEDIATE RELEASE: September 14, 2009

Monterey, California – In recognition of AT&T's 25 anniversary as title sponsor of the AT&T Pebble Beach National Pro-Am, tickets for the 2010 tournament will be available at a 25% discount for 25 days. This special ticket promotion begins September 15 and runs through October 9.

Daily tickets for the AT&T Pebble Beach National Pro-Am tournament rounds, which normally sell for \$50 each, will sell for \$37.50 during this time period. Other tickets and packages will be discounted as well. Please visit www.attpbgolf.com for complete details.

The tournament is scheduled for the week of February 8 through 14 on Pebble Beach Golf Links, Spyglass Hill and Monterey Peninsula Country Club's Shore Course. The Shore Course is returning to the rotation for the first time since 1977. Tickets may be purchased through the tournament website, www.attpbgolf.com or the tournament box office, 800 541-9091 (toll free) or 831 644-0333 (local).

Net proceeds from the AT&T Pebble Beach National Pro-Am are donated to hundreds of nonprofit organizations. As a result of the 2009 tournament, Monterey Peninsula Foundation

was able to generate nearly \$6 million for charity, bringing the total raised since 1947 to \$79 million. This ranks the tournament second among all PGA TOUR events in the country.

“This is a tremendous milestone,” states Foundation President & CEO Ollie Nutt. “In today’s corporate environment we are fortunate to be aligned with one of America’s longest standing companies. It has enabled Monterey Peninsula Foundation to make a significant impact on the nonprofit community, especially in these difficult economic times.”

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