

PRESS RELEASE



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

FOR IMMEDIATE RELEASE: October 2, 2009

Monterey, California – The special ticket promotion to celebrate AT&T's 25th anniversary as title sponsor of the AT&T Pebble Beach National Pro-Am ends soon. Tickets for the 2010 tournament will be available at a 25% discount until Friday, October 9.

Daily tickets for the AT&T Pebble Beach National Pro-Am tournament rounds, which normally sell for \$50 each, now sell for \$37.50. Other tickets and packages are 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.

“We have had a tremendous response to this special ticket offer,” states Foundation President & CEO Ollie Nutt. “Sales are outpacing last year by nearly two to one. We’re eager to celebrate this significant anniversary with AT&T ... and are grateful for their unwavering commitment to this tournament and the hundreds of worthwhile organizations which benefit.

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