

**PRESS RELEASE**

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**AT&T Pebble Beach National Pro-Am  
ANNUAL BIRDIES FOR CHARITY® TO LAUNCH  
New This Year – 15% Matching Funds**

FOR IMMEDIATE RELEASE: October 4, 2010

Monterey, California –Monterey Peninsula Foundation (MPF) is pleased to announce the fourth annual *Birdies for Charity*® program will launch November 1<sup>st</sup> and MPF will offer a 15% match on all funds received. This is up from 10% in previous years. All qualified charitable organizations are invited to participate in this unique fundraiser which is tied to the 2011 AT&T Pebble Beach National Pro-Am golf tournament.

An information session for interested nonprofits is scheduled for October 15 at 9:00 a.m. at the Monterey Peninsula Foundation office, located at One Lower Ragsdale Drive, Building 3, Suite 100, in Monterey. Registration is required. Please RSVP to Nettie Porter at the tournament office 831 649-1533 or [nporter@attpbgolf.com](mailto:nporter@attpbgolf.com).

Last year 86 charities collectively raised over \$170,000 through this program. The program has raised over \$420,000 in its three year history.

*Birdies for Charity*® is a pledge drive based on the total number of birdies made by PGA TOUR professionals during the AT&T Pebble Beach National Pro-Am. Donors may make a flat donation or pledge a per-birdie amount. All charitable organizations with a 501(c) (3) designation are eligible to participate, subject to approval. Monterey Peninsula Foundation bears all administrative costs for the program.

The program also features a *Guess the Birdies* contest for a chance to win a grand prize of two round-trip Continental Airlines tickets and a vacation package at the World Golf Hall of Fame in St. Augustine, FL.

Net proceeds from the AT&T Pebble Beach National Pro-Am go to support a wide variety of charitable organizations. Since the tournament moved to the Monterey Peninsula in 1947 Monterey Peninsula Foundation has raised more than \$85 million for charity. The tournament is scheduled for the week of February 7 – 13, 2011.

Further tournament information is available at [www.attpbgolf.com](http://www.attpbgolf.com).

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#### **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<sup>®</sup> 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*<sup>®</sup> magazine.

[www.att.com](http://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](http://www.montereypeninsulafoundation.org); [www.attpbgolf.com](http://www.attpbgolf.com); [www.thefirstteeopen.com](http://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](http://www.pgatour.com)