

PRESS RELEASE



**AT&T PEBBLE BEACH NATIONAL PRO-AM
ANNOUNCES FIRST EXEMPTION FOR 2010**

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Monterey, California – Monterey Peninsula Foundation, host of the AT&T Pebble Beach National Pro-Am, has announced its first professional exemption for the 2010 tournament, scheduled for the week of February 8 – 14 on Pebble Beach, Spyglass Hill and Monterey Peninsula Country Club golf courses.

Ryo Ishikawa, the 18-year-old Japanese sensation, has been granted a sponsor's exemption by the tournament committee. "We feel Ryo proved himself throughout 2009 and at Harding Park last week. He makes an excellent addition to what promises to be one of our best fields in years," states Ollie Nutt, President & CEO of the Monterey Peninsula Foundation.

Ishikawa, currently ranked 39th in the world, is the youngest player to ever compete in The Presidents Cup and outlasted 49-year-old Kenny Perry in the final day matches for his third win of the week.

The 2010 AT&T Pebble Beach National Pro-Am will mark the 25th anniversary of AT&T's title sponsorship. Tickets are now on sale through the tournament Web site, 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, charitable organizations. As a result of the 2009 tournament, Monterey Peninsula Foundation was able to generate nearly \$6 million for charity. This ranks the tournament among the top PGA TOUR events in the country.

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