

PRESS RELEASE

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at&t



AT&T PEBBLE BEACH NATIONAL PRO-AM Ticket Package to be Available at Costco

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Monterey, California – Beginning Monday, October 25 a special ticket package for the 2011 AT&T Pebble Beach National Pro-Am will be on sale at Costco. Fifty Costco locations throughout Northern California will be offering its members a ticket package for the tournament as well as entry into the tournament's Fairway Club.

The Fairway Club, adjacent to the 3rd fairway of Pebble Beach Golf Links, offers a sports bar environment, televisions and comfortable seating with a full food menu and premium bar service for purchase.

The AT&T, one of the longest running tournaments on the PGA TOUR, is scheduled for the week of February 7 through 13. Since 1947 it has generated over \$85 million for hundreds of charities.

“We feel the Costco demographics and member profile is closely aligned to our golf fans,” states Steve Worthy, president and tournament director. “In addition, this package will give Costco members the opportunity to support a wide variety of worthwhile nonprofit organizations with each purchase.”

The special Costco ticket package consists of two practice-round tickets and two one-day tickets to the Fairway Club. Purchasers have a choice of days, Thursday through Sunday. The package is valued at \$300 and will be available exclusively to Costco members for \$169.99.

The AT&T Pebble Beach National Pro-Am pairs top PGA TOUR professionals and amateurs, including a star-studded celebrity field. It is played on three of the world's best golf courses, Pebble Beach Golf Links, Spyglass Hill Golf Course and Monterey Peninsula Country Club's Shore Course.

Complete tournament information is available online at 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® 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 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; 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 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