

PRESS RELEASE

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NOVEMBER 1st DRAWING FOR FREE GOLF AT PEBBLE BEACH

-FOR AT&T PEBBLE BEACH NATIONAL PRO-AM TICKET BUYERS -

FOR IMMEDIATE RELEASE: October 25, 2010

Monterey, California – November 1st is the next drawing for a chance to win free golf at Pebble Beach. All ticket purchasers for the 2011 AT&T Pebble Beach National Pro-Am are automatically entered into the prize drawing. Prizes include golf for two at Pebble Beach Golf Links, Spyglass Hill Golf Course and Monterey Peninsula Country Club (some restrictions apply). Winners are also eligible to win tournament tickets to the exclusive Fairway Club on the 3rd fairway of Pebble Beach and “inside the ropes” access during the 3M Celebrity Challenge. Other prizes include a pin flag autographed by the 2011 AT&T champion and a copy of “Cover Stories,” an art book celebrating the original artwork featured on the tournament program covers since 1947.

All ticket orders received by 12:00 p.m. one business day prior to the drawing will qualify for the monthly drawing. Drawings will also be held on December 1st and January 3rd. Tickets may be purchased online at www.atpbgolf.com or by calling 800 541-9091.

The 2011 tournament is scheduled for the week of February 7 through 13 on Pebble Beach Golf Links, Spyglass Hill Golf Course and Monterey Peninsula Country Club’s Shore Course. Net proceeds from the AT&T Pebble Beach National Pro-Am are donated to hundreds of nonprofit, charitable organizations. Since the tournament moved to the Monterey Peninsula in 1947 Monterey Peninsula Foundation has made charitable donations totaling \$85 million.

Daily tickets for the 2011 AT&T Pebble Beach National Pro-Am tournament rounds are on sale for \$50 until January 15th. After that date the price is \$60. Practice round tickets, good for all three days, Monday through Wednesday, are \$50 in advance and \$60 after January 15th. A season badge, valid all tournament week, may be purchased for

\$125 and \$150 after January 15th. Any-day ticket books, containing 10 coupons which may be exchanged at the gate for a daily ticket, sell for \$450 in advance and \$600 after January 15th.

A special ticket package is now on sale at 50 Costco locations throughout Northern California and Nevada. The members-only 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 is available exclusively to Costco members for \$169.99. The Fairway Club offers a sports bar environment, with televisions and comfortable indoor and patio seating along the 3rd fairway of Pebble Beach Golf Links as well as a full menu and premium bar service available for purchase. Daily tickets are \$100 each and weekly admission is \$275.

For further tournament information, please visit 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.

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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