

Press Release



AT&T PEBBLE BEACH NATIONAL PRO-AM

ANNOUNCES *DRIVE to \$100 MILLION*

FOR IMMEDIATE RELEASE: November 8, 2011

Monterey, California – Monterey Peninsula Foundation, today released final audited numbers from the 2011 AT&T Pebble Beach National Pro-Am which shows the tournament generated over \$8 million for charity, a new record. This brings the total amount raised for charity to date to over \$94 million, and it is anticipated the tournament will go over the \$100 million mark in 2012.

To celebrate this achievement the Foundation today announced its *Drive to \$100 Million* campaign, to bring awareness to the charitable impact the tournament has had over the years. Participating in the launch were representatives from four nonprofit organizations who have received substantial grants over the years as a result of the AT&T. Dr. Dianne Harrison of Cal State Monterey Bay, Dr. Steven Packer of Community Hospital of the Monterey Peninsula, Donna Ferraro of the Boys & Girls Club of Monterey County and Barry Phillips of The First Tee of Monterey County were all in attendance.

“The AT&T Pebble Beach National Pro-Am has a longstanding tradition as a charitable leader. To approach \$100 million in charitable donations is a tremendous accomplishment and is emblematic of the PGA TOUR’s belief that *Together, anything’s possible*,” states PGA TOUR Commissioner Tim Finchem. “Congratulations to the Monterey Peninsula Foundation, Pebble Beach, the tournament staff, sponsors and volunteers who have worked so diligently as the tournament approaches this impressive milestone.”

What started in southern California in 1937 when singer/actor Bing Crosby decided to bring together a ‘few friends,’ has positively impacted literally thousands of lives. The tournament came to the Monterey

Peninsula in 1947 after World War II and in 1986 AT&T became the one and only title sponsor, itself a remarkable achievement on the PGA TOUR.

Monterey Peninsula Foundation awards grants with a focus on programs which benefit youth, education, health & human services, community & environment as well as arts & culture. Information on the grant application process may be obtained through the Monterey Peninsula Foundation website, www.montereypeninsulafoundation.org.

The AT&T Pebble Beach National Pro-Am is an official PGA TOUR event played on Spyglass Hill, Monterey Peninsula Country Club's Shore Course and famed Pebble Beach, the host course. Leaders from the worlds of entertainment, sports and business are teamed with top players from the PGA TOUR who will be vying for a \$6.4 million purse in 2012. The 2011 tournament was won by D.A. Points, who also won the pro-am portion with his amateur partner Bill Murray.

The 2012 AT&T Pebble Beach National Pro-Am is scheduled for February 6 – 12. Further information on the tournament 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 mobile broadband 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.

Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>. This AT&T news release and other announcements are available at <http://www.att.com/newsroom> and as part of an RSS feed at www.att.com/rss. Or follow our news on Twitter at [@ATT](https://twitter.com/ATT). Find us on Facebook at www.Facebook.com/ATT to discover more about our consumer and wireless services or at www.Facebook.com/ATTSmallBiz to discover more about our small business services.

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 Nature Valley 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 \$93 million has been raised for charity.

In 2004 the First Tee Open 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 the 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 2011, the three Tours collectively have tournaments in 29 states and in 12 countries and territories outside of the United States. PGA TOUR tournaments are broadcast to approximately 500 million households in 224 countries and territories in 29 languages.

Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2010, tournaments on the three Tours generated more than \$120 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.6 billion.

The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

About Pebble Beach Company

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts, including The Lodge at Pebble Beach, The Inn at Spanish Bay and Casa Palmero. The company also operates four world-renowned golf courses: Pebble Beach Golf Links, Spyglass Hill Golf Course, The Links at Spanish Bay and Del Monte Golf Course. Its other famed properties include the scenic 17-Mile Drive and The Spa at Pebble Beach, and it annually hosts premier events such as the Pebble Beach Concours d'Elegance, the AT&T Pebble Beach National Pro-Am, the Callaway Pebble Beach Invitational, the Pebble Beach Food & Wine event and the Nature Valley First Tee Open at Pebble Beach. Site of the 2019 U.S. Open, Pebble Beach Golf Links has hosted five U.S. Opens, four U.S. Amateurs, one PGA Championship, and numerous other tournaments. www.pebblebeach.com

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