

**Press Release**



**AT&T PEBBLE BEACH NATIONAL PRO-AM  
Special Ticket Only Available at Costco  
- Offer Begins November 25-**

FOR IMMEDIATE RELEASE: November 15, 2011

Monterey, California – Beginning Friday, November 25 a special ticket for the 2012 AT&T Pebble Beach National Pro-Am will be on sale at select Costco locations in Northern California.

The ticket is good for the entire week of the tournament and also includes access to the exclusive Grey Goose Lounge on Pebble Beach Golf Links, Thursday through Sunday. The special ticket, available only to Costco members, will go on sale the day after Thanksgiving for \$99.99. Regular pricing for a season ticket is \$125 until tournament week and \$150 after February 4<sup>th</sup>.

The AT&T, one of the longest running tournaments on the PGA TOUR, is scheduled for the week of February 6 - 12, 2012. The tournament has generated over \$94 million for charity since its inception in 1937. Monterey Peninsula Foundation, which stages the AT&T Pebble Beach National Pro-Am, recently announced that the tournament is on pace to eclipse the \$100 million milestone in charitable giving in 2012.

“We feel the Costco demographics and member profile closely aligns with our golf fans,” states Monterey Peninsula Foundation CEO Ollie Nutt. “In addition, this package will give Costco members the opportunity to support a wide variety of worthwhile nonprofit organizations with each purchase and help the tournament surpass the \$100 million mark.”

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](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 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](http://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](https://www.facebook.com/ATT) to discover more about our consumer and wireless services or at [www.facebook.com/ATTSmallBiz](https://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 \$94 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](http://www.montereypeninsulafoundation.org); [www.attpbgolf.com](http://www.attpbgolf.com); [www.thefirstteeopen.com](http://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](http://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](http://www.pebblebeach.com)

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