



PEBBLE BEACH COMPANY

PEBBLE BEACH RESORTS CELEBRATES THE 2013 NATURE VALLEY FIRST TEE OPEN AT PEBBLE BEACH AND THE TOURNAMENT'S 10TH ANNIVERSARY ON THE MONTEREY PENINSULA

Champions Tour legends, talented juniors from The First Tee and select amateurs tee it up at renowned Pebble Beach Golf Links and historic Del Monte Golf Course

PEBBLE BEACH, Calif. (August 27, 2013) – Pebble Beach Resorts welcomes the 2013 Nature Valley First Tee Open at Pebble Beach September 24 – 29, and celebrates the tournament's 10th anniversary on the Monterey Peninsula. Golf Digest's top-rated public golf course in America, Pebble Beach Golf Links, and historic Del Monte Golf Course will play host to legendary Champions Tour players, top juniors from The First Tee program and 162 select amateurs in this unique and exciting tournament.

Since 2004, this tournament has been one of the most popular Champions Tour events each year, providing unforgettable moments for the professionals and once-in-a-lifetime memories for juniors from The First Tee. Craig Stadler still holds the tournament scoring record of 201 from the inaugural event and Jeff Sluman has claimed the most titles, capturing three in the last nine years. Other notable moments include Scott Simpson's victory in 2006 alongside partner Bill Murray; Fuzzy Zoeller's team title with first-time female junior winner Sydney Burlison; and Kirk Triplett's triumph in 2012, becoming the sixth player in history with wins on the Web.com Tour, PGA Tour and Champions Tour.

The tournament's greatest achievement, though, is its impact on the lives of young people throughout the United States. The Nature Valley First Tee Open at Pebble Beach serves as an international showcase for The First Tee program, an initiative that provides learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. In total, 705 junior golfers have teed it up at Pebble Beach Golf Links and Del Monte Golf Course, but their extraordinary experiences extend much farther than the golf course. Since 1997, The First Tee has impacted more than seven million participants throughout the world, including more than 10,000 in Monterey County. Pebble Beach Company is a proud trustee of this program and fully supports The First Tee's commitment to reach 100 million young people by 2017.

This year, the three-day tournament will be televised internationally on Golf Channel as 81 juniors from 54 chapters of The First Tee across the country team with Champions Tour players, including returning champion Triplett, as well as crowd favorites such as Ben Crenshaw, Mark Calcavecchia, Bernhard Langer, former U.S. Open champion Tom Kite and 5-time AT&T Pebble Beach National Pro-Am champion Mark O'Meara. For more information or to purchase tickets, visit www.thefirstteeopen.com.

About General Mills

One of the world's leading food companies, General Mills operates in more than 100 countries and markets more than 100 consumer brands, including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Yoplait, Cascadian Farm, Muir Glen, and more. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2010 global net sales of US\$16 billion, including the company's \$1.2 billion proportionate share of joint venture net sales.

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 its inception in 1937 the AT&T Pebble Beach National Pro-Am has generated over \$110 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 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, AT&T Pebble Beach National Pro-Am, Callaway Pebble Beach Invitational, Pebble Beach Food & Wine and Nature Valley First Tee Open at Pebble Beach. Site of the 2019 U.S. Open, Pebble Beach Golf Links has hosted five U.S. Open Championships, four U.S. Amateurs, one PGA Championship, and numerous other tournaments.

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