



PEBBLE BEACH COMPANY

PEBBLE BEACH RESORTS SWINGS INTO SUMMER WITH THE NATURE VALLEY FIRST TEE OPEN & A SPECIAL JULY GETAWAY PACKAGE

Watch the legends, enjoy the renowned attractions and tee it up on two of America's greatest public golf courses at Pebble Beach Resorts

PEBBLE BEACH, Calif. (June 21, 2011) – Pebble Beach Resorts, a collection of legendary hotels, golf courses and world-class attractions on California's Monterey Peninsula welcomes golf's greatest players and guests from around the globe to the 2011 Nature Valley First Tee Open at Pebble Beach. Visitors are invited to watch the game's legends up close and then tee it up for themselves on The Links at Spanish Bay or Spyglass Hill Golf Course—both included in GolfDigest's 2011 "America's 100 Greatest Public Courses" list—with a limited-time offer.

Taking place July 6–10 on the world-famous Pebble Beach Golf Links and Del Monte Golf Course, the eighth annual event pairs Champions Tour players with 78 of the game's brightest junior players and 156 amateurs from around the world. The event serves as an international showcase for The First Tee, an initiative 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.

Featuring new title sponsor Nature Valley, the three-day tournament will be televised internationally on the Golf Channel as promising future golf stars drive, chip and putt with previous First Tee Open winners including Craig Stadler, Scott Simpson and Jeff Sluman as well as crowd favorites Mark O'Meara, Ben Crenshaw, Mark Calcavecchia and former U.S. Open champion Tom Kite.

While admission is complimentary for spectators, Pebble Beach Resorts is also extending a special invitation to guests to spend an evening at the Resort and a day on the golf course with **THE 2011 FIRST TEE OPEN STAY & PLAY PACKAGE**, including:

- One Night at The Inn at Spanish Bay
- One Round of golf on The Links at Spanish Bay or Spyglass Hill Golf Course
- Additional nights and/or golf rounds are available upon request

Packages start at \$600.* Offer valid July 4, 2011 through July 9, 2011. Availability is limited.

To make reservations for this exclusive offer, visit www.PebbleBeach.com more information or call 866.826.6892 and mention promo code "FTO2011".

*Package is valid July 4, 2011 through July 9, 2011. To receive package rate, all golf must be secured at time of booking. Offer is subject to availability and includes Garden View room at The Inn at Spanish Bay, occupancy tax, County tourism assessment and service charge. Golf package price quoted above is for one round on The Links at Spanish Bay, for one player. Package price for one round on Spyglass Hill Golf Course, for one player, starts at \$700. Please inquire about other room types which may be available. Valid for new bookings only, and parties of 8 rooms or less. Not valid in conjunction with other offers. Some blackout dates apply. Rates are subject to change. Pebble Beach Company reserves the right to modify or discontinue these offers at any time.

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 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 \$86 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.

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 Golf Pebble Beach Invitational, the Pebble Beach Food & Wine event and the 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.

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