



PEBBLE BEACH COMPANY

THE 2012 NATURE VALLEY FIRST TEE OPEN AT PEBBLE BEACH SHOWCASES WORLD-CLASS GOLF AND MARKS IMPORTANT MILESTONE FOR \$100 MILLION CAMPAIGN

Pebble Beach Resorts is offering a special Stay & Play package July 2 - 8 that includes complimentary tickets to the event

PEBBLE BEACH, Calif. (June 26, 2012) – Golf's greatest legends will tee it up with deserving participants of The First Tee as Pebble Beach Resorts welcomes guests from around the globe to the 2012 Nature Valley First Tee Open at Pebble Beach. Taking place July 3–8 on world-famous Pebble Beach Golf Links and Del Monte Golf Course, the ninth-annual event pairs Champions Tour players with 81 of the game's brightest junior players who have earned their spot through The First Tee, as well as 162 amateurs from around the world.

The event serves as an international showcase for The First Tee, a youth development organization with the mission to impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf. In addition to hosting this official Champions Tour event, Pebble Beach Company recently became a Trustee of The First Tee, the nonprofit organization's highest donor level.

The 2012 tournament also marks the one-year anniversary since the announcement of *The First Tee Campaign for 10 Million Young People*, a comprehensive effort to raise \$100 million by the end of 2012, allowing the organization to reach 10 million additional young people between 2011 and 2017. The campaign will culminate with a special event at Pebble Beach Resorts in October 2012, in which lead donors will play alongside PGA TOUR, LPGA and Champions Tour players.

Hosted by the Monterey Peninsula Foundation, the three-day Nature Valley First Tee Open at Pebble Beach will be televised internationally on the Golf Channel as The First Tee participants play alongside Champions Tour legends, including 2011 champion Jeff Sluman, Ben Crenshaw, Hale Irwin, Mark O'Meara, Nick Price and Fuzzy Zoeller. Tickets are still available and Pebble Beach Resorts is also offering a special Stay & Play package for guests.

THE 2012 FIRST TEE OPEN STAY & PLAY PACKAGE includes:

- One Night at The Inn at Spanish Bay
- One Round of golf on The Links at Spanish Bay
- Complimentary room upgrade
- Complimentary event tickets
- Additional nights and/or golf rounds are available upon request

Package begins at \$575.* Offer valid July 2 – July 8, 2012. Availability is limited.

To make reservations for this exclusive offer, visit www.PebbleBeach.com for more information or call 866.226.5442.

*Offer is valid July 2, 2012 through July 8, 2012. 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 and one round of golf on The Links at Spanish Bay for one player. Offer excludes occupancy tax, County tourism assessment and service charge. Complimentary room upgrade is for the next room level available. One complimentary 2012 Nature Valley First Tee Open at Pebble Beach event ticket per package player. Valid for new bookings only, and parties of 8 rooms or less. Not valid in conjunction with other offers. Rates are subject to change. Pebble Beach Company reserves the right to modify or discontinue these offers at any time.

About The First Tee

The First Tee (www.thefirsttee.org), a 501(c)(3) nonprofit youth development organization whose mission is to impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf. With its home office at World Golf Village in St. Augustine, Fla., The First Tee reaches young people on golf courses, in elementary schools and on military installations.

Since its inception in 1997, The First Tee has introduced the game of golf and its values to more than 6.5 million young people in all 50 United States and six international locations. The First Tee is an initiative of the World Golf Foundation and its Founding Partners are LPGA, the Masters Tournament, PGA of America, PGA TOUR and the USGA. Shell Oil Company is The First Tee's Founding Corporate Partner and Johnson & Johnson is its Legacy Partner. Former President George W. Bush serves as honorary chair.

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 (www.thefirstteeopen.com). 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 \$100 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 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 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. Open Championships, four U.S. Amateurs, one PGA Championship, and numerous other tournaments.

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Contact:

Ryan Pierce
Public Relations and Marketing Manager
Pebble Beach Company
P: (831) 625-8557
F: (831) 625-8592
E-mail: piercer@pebblebeach.com