



PEBBLE BEACH COMPANY

PEBBLE BEACH RESORTS ANNOUNCES FATHER'S DAY SPECIAL OFFER AT PEBBLE BEACH GOLF LINKS TO BENEFIT THE FIRST TEE

*Local residents can play Pebble Beach Golf Links on Sunday, June 17
at a special rate for a worthy cause*

PEBBLE BEACH, Calif. (May 24, 2012) – To celebrate Father's Day and benefit local youth in Monterey County, Pebble Beach Resorts is offering a special green fee for Pebble Beach Golf Links. On Sunday, June 17, residents of Monterey and Santa Cruz counties are invited to play Pebble Beach Golf Links for \$395 per person, with \$200 of each green fee collected that day to be donated to The First Tee of Monterey County, a non-profit organization that benefits local youth through the game of golf. Guests are encouraged to book now as tee times are limited.

Named the No. 1 Greatest Public Golf Course in America by Golf Digest in 2011/2012, Pebble Beach Golf Links offers the perfect gift for fathers around the world. All five U.S. Open Champions at Pebble Beach—including Jack Nicklaus, Tom Watson, Tom Kite, Tiger Woods and Graeme McDowell—captured the coveted title on Father's Day. In the latest chapter, McDowell celebrated his major championship victory in 2010 by embracing his own father as he walked off the 18th hole at Pebble Beach Golf Links.

This Father's Day special also gives local golfers an opportunity to support the young people of Monterey County. The First Tee impacts the lives of youth by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf. The international showcase for the program is the Nature Valley First Tee Open at Pebble Beach, the annual tournament that pairs Champions Tour legends with 81 of the game's brightest junior players and 162 amateurs from around the world. For more information and to purchase tickets for the 2012 event taking place July 3 – 8, visit www.thefirstteeopen.com.

Prior to the 2011 Nature Valley First Tee Open at Pebble Beach, more than \$70,000 was raised for The First Tee as visitors were invited to view the National Hockey League's Stanley Cup trophy on the 18th lawn at Pebble Beach Golf Links. To learn more about the community involvement of Pebble Beach Resorts, visit <http://www.pebblebeach.com/about/community-involvement>.

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 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. Opens, four U.S. Amateurs, one PGA Championship, and numerous other tournaments.

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