

PRESS RELEASE

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World Golf Hall of Fame Member Hale Irwin to Play in the Nature Valley First Tee Open at Pebble Beach

FOR IMMEDIATE RELEASE: June 20, 2011

Pebble Beach, California – Past champion and World Golf Hall of Fame member Hale Irwin has committed to play in the Nature Valley First Tee Open at Pebble Beach, July 5-10. Irwin, currently 13th in the Charles Schwab Cup standings on the Champions Tour, won the 2005 First Tee Open wire-to-wire.

Three other members of the World Golf Hall of Fame - Ben Crenshaw, Tom Kite and Larry Nelson - are also slated to play in the event.

The Nature Valley First Tee Open pairs professionals with amateur contestants and junior golfers from around the country on Pebble Beach Golf Links and Del Monte Golf Course and benefits The First Tee. The First Tee is an initiative of the World Golf Foundation which provides young people of all backgrounds an opportunity to develop life-enhancing values through golf and character education.

The tournament is hosted by Monterey Peninsula Foundation which also stages the AT&T Pebble Beach National Pro-Am and has generated over \$93 million for charity since 1947.

Clint Eastwood is chairman of the Nature Valley First Tee Open and Arnold Palmer is honorary co-chair. Play will be conducted on both courses Friday and Saturday and on Pebble Beach only on Sunday. All three rounds will be broadcast on the Golf Channel.

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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 \$93 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. www.montereypeninsulafoundation.org; www.attpbgolf.com; 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 Nature Valley

Nature Valley created the granola bar category in 1975 and brings great taste to active consumers looking for wholesome snacks. Nature Valley offers seven great-tasting granola snacks: Crunch Granola Bars, Sweet & Salty Nut Granola Bars, Chewy Trail Mix Bars, Granola Thins, Yogurt Granola Bars, Roasted Nut Crunch Bars, and Granola Nut Clusters. Nature Valley is also the Official Natural Granola Bar of the PGA TOUR, Champions Tour and Nationwide Tour, the United States Ski and Snowboarding Association, Nature Valley NASTAR, Cross Country Ski Areas Association, Vail Resorts, Myrtle Beach Golf Holiday. In addition, Nature Valley is a sponsor of the Nature Valley Grand Prix and the National Parks Conservation Association.

About the Champions Tour

Collectively, the Champions Tour has the most recognizable and accomplished players in the game, with many of its 29 members of the World Golf Hall of Fame competing regularly in its events and numerous other major championship winners among its members. The Champions Tour is a membership organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. Points earned in official Charles Schwab Cup events in 2011 will determine the Charles Schwab Cup champion, the season-long competition designed to recognize the Champions Tour's leading player. The Champions Tour's primary purpose is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, protect the integrity of the game and generate significant charitable and economic impact in communities in which it plays. In 2010, tournaments on all three Tours (PGA TOUR, Champions Tour and Nationwide Tour) generated \$120 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.6 billion. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. The PGA TOUR's Web site is pgatour.com, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

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 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 4.7 million participants in all 50 United States and four 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. President George W. Bush serves as honorary chair.

