

PRESS RELEASE

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Olympic Skier Lindsey Vonn to Address Juniors During the Nature Valley First Tee Open at Pebble Beach

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Pebble Beach, California – Lindsey Vonn, the most successful female ski racer in American history, will address the junior contestants and Champions Tour pros during the 2011 Nature Valley First Tee Open at Pebble Beach. Vonn, the only American woman to have captured downhill gold at the Olympics and three World Cup overall titles, will speak on confidence, one of the Nine Core Values® of The First Tee.

The Nature Valley First Tee Open at Pebble Beach, scheduled for July 5 through 10 on Pebble Beach Golf Links, is an official Champions Tour golf tournament showcasing The First Tee, a nonprofit organization providing young people of all backgrounds an opportunity to develop life-enhancing values and life skills through golf and character education.

Champions Tour pros scheduled to play include Craig Stadler, Fred Funk, Ben Crenshaw, John Cook, Chip Beck, Fuzzy Zoeller and former US Open winner Tom Kite. Clint Eastwood serves as chairman of the event and Arnold Palmer is honorary co-chair. All three competitive rounds (Friday, Saturday and Sunday) will be broadcast on the Golf Channel.

The tournament, benefitting The First Tee, is hosted by Monterey Peninsula Foundation which also stages the AT&T Pebble Beach National Pro-Am on the PGA TOUR. Further information is available at www.thefirstteeopen.com or by calling 800 541-9091 or 831 649-1533.

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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.

