

PRESS RELEASE

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CHEVRON TO LAUNCH *EAGLES FOR EDUCATION*

AT THE NATURE VALLEY FIRST TEE OPEN AT PEBBLE BEACH

First Tournament to Feature Program Outside of Chevron World Challenge

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Pebble Beach, California – As part of Chevron’s ongoing commitment to improving education in California, they have created a new property - *Eagles for Education* (EFE) - which debuted at the 2010 Chevron World Challenge - as an additional vehicle to benefit select nonprofit partners.

Due to the overwhelming success of *Eagles for Education* at the Chevron World Challenge, Chevron will be implementing additional EFE programs at several other California events in 2011 and beyond. In partnership with the PGA TOUR, Nature Valley, the Golf Channel, the Champions Tour, and Monterey Peninsula Foundation, Chevron will be launching the EFE program at this week’s Nature Valley First Tee Open at Pebble Beach. Because Chevron believes there is no single solution to improving education in California, this week’s program will highlight Chevron’s commitment to education with all proceeds from EFE benefitting the learning center at The First Tee of Monterey County.

Chevron will make a donation of \$8,000 for every eagle scored by Champions Tour professionals during tournament play. Each eagle will provide funding for 20 kids to participate in The First Tee program for a year. In addition to donating money, Chevron is also launching the Eagle's Nest, a dedicated hospitality area on the 18th hole of Pebble Beach Golf Links which will host up to 600 kids during tournament week.

“Chevron is so happy to play a small role in something much bigger happening at Pebble Beach this week. What Nature Valley, The First Tee and Monterey Peninsula Foundation are doing for these well-deserving kids aligns perfectly with our goals for improving education in California. In addition to the 400-500 students who will benefit from *Eagles for Education*, several hundred kids will make the trip of a lifetime to Pebble Beach to watch the Nature Valley First Tee Open from the Chevron ‘Eagle’s Nest’ overlooking the 18th green,” states Glenn Weckerlin, Chevron’s director of global marketing. “It also ties in beautifully into The First Tee’s recent announcement to reach 10 million more kids through a \$100 million capital campaign.”

“For many of these children, it’s their first time seeing the ocean and they only live 20 miles away,” states Barry Phillips, executive director of The First Tee of Monterey County. “When you combine the trip to Pebble Beach with the premier view from Chevron’s hospitality location overlooking the 18th green, it’s an amazing experience for our participants.”

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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 Chevron

Chevron is one of the world's leading integrated energy companies, with subsidiaries that conduct business worldwide. The company is involved in virtually every facet of the energy industry. Chevron explores for, produces and transports crude oil and natural gas; refines, markets and distributes transportation fuels and lubricants; manufactures and sells petrochemical products; generates power and produces geothermal energy; provides energy efficiency solutions; and develops the energy resources of the future, including biofuels. Chevron is based in San Ramon, Calif. More information about Chevron is available at www.chevron.com.

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.

