



FOR IMMEDIATE RELEASE

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“CHAMPIONS” ADDED TO AT&T CLASSIC NAME AT VALENCIA COUNTRY CLUB

AT&T Champions Classic set for March 12-18, 2007

SANTA CLARITA, Calif. – Entering its 18th year in the Los Angeles market, the PGA Tour’s Champions Tour event at Valencia Country Club is altering its name slightly from the AT&T Classic to the AT&T Champions Classic, Brian Fitzgerald, Tournament Chairman announced today.

“AT&T has multiple tournament relationships with the PGA Tour, and we felt it would be beneficial to clearly identify the Classic as a Champions Tour event,” Fitzgerald said. “We are looking forward to another outstanding event in 2007, along with another stellar field of professional golfers to challenge for this year’s title.”

The event logo will also change slightly, with the insertion of the word “Champions”, with all other logo elements from 2006 remaining the same. The event website will also change to www.attchampionsclassic.com.

The 54-hole stroke-play event will begin on Friday, March 16 and conclude on Sunday, March 18. Tom Kite is the defending champion, shooting an 8-under par 204 in last year’s event. Kite’s tournament included a record 64 on Saturday at Valencia Country Club, which was ranked as the fourth most challenging course statistically on the 2006 Champions Tour schedule.

The nationally-televised (Golf Channel) tournament has been played at Valencia since 2001, with Jim Colbert capturing the first event there, followed in 2002 by Kite, who topped Tom Watson in a playoff. Tom Purtzer took top honors over Gil Morgan in 2003 by one stroke, but Morgan bounced back the following year and captured the 2004 event. Des Smyth was the 2005 winner. The event, which began in 1990, was played at Rancho Park Golf Course and Wilshire Country Club before moving to Valencia Country Club.

Tickets are available to purchase online at www.attchampionsclassic.com with a variety of ticket packages available or by calling 661-260-1897.

(more)

About AT&T

AT&T Inc. is one of the world's largest telecommunications holding companies and is the largest in the United States. Operating globally under the AT&T brand, AT&T companies are recognized as the leading worldwide providers of IP-based communications services to business and as leading U.S. providers of high speed DSL Internet, local and long distance voice, and directory publishing and advertising services. AT&T Inc. holds a 60 percent ownership interest in Cingular Wireless, which is the No. 1 U.S. wireless services provider with 58.7 million wireless customers. Additional information about AT&T Inc. and AT&T products and services is available at <http://www.att.com>.

Note: Attached to the electronic version of the press release is the 2007 AT&T Champions Classic logo in jpeg format. If needed in high-resolution, please contact the tournament office at media@attclassic.com.

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**DENNIS BICKMEIER NAMED MEDIA RELATIONS DIRECTOR
FOR AT&T CHAMPIONS CLASSIC AT VALENCIA COUNTRY CLUB**

AT&T Champions Classic Tournament Chairman Brian Fitzgerald today named Dennis Bickmeier as the Media Relations Director for this year's tournament, March 12-18 at Valencia Country Club.

With the event, Bickmeier will oversee advance publicity and on-site media relations, coordinating event credentials and press room operations.

Bickmeier, of Anaheim Hills, Calif., is a 17-year Public Relations veteran in the Los Angeles market, serving three years as the Senior Director of Communications at California Speedway and three years prior to that as the Director of Public Relations at the speedway. In May of 2006, Bickmeier started his own Public Relations and Marketing Company, Partnership Marketing & Communication Group.

In addition to the speedway, Bickmeier has held Public Relations, Community Relations and Marketing positions with the following organizations: Anaheim Sports Inc (Angels and Mighty Ducks), Big West Conference, Orange County Sports Association, Los Angeles Rams and the Los Angeles Dodgers. A graduate of Ohio University with a master's degree in Sports Administration and Facility Management, Bickmeier also serves as an adjunct faculty member for the University of San Francisco Sport Management program, teaching a course in Strategic Communications and Public Relations. He has a bachelor's degree in Journalism from the E.W. Scripps School of Journalism at Ohio University.