



December 20, 2007

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.

About AT&T

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