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PRO-AM AND HOSPITALITY OPPORTUNITIES AVAILABLE AT AT&T CHAMPIONS CLASSIC

SANTA CLARITA, Calif. – One of the main attractions of golf is that on occasion, perhaps with a perfectly struck drive or a long birdie putt, even a duffer can feel like a professional. The Pro-Am tournaments being conducted in conjunction with the AT&T Champions Classic at Valencia Country Club offer participants an opportunity to enjoy such a moment while in the company of a touring professional, and benefit the local community as well.

In the six years the prestigious PGA Tour Champions Tour event has been played on this demanding 6,940-yard, par 72 course more than \$400,000 has been contributed to charities throughout the Santa Clarita Valley. The Pro-Am, which pairs amateur foursomes with a Champions Tour professional in a Best Ball format, is a major source of that revenue.

“We have Pro-Am playing opportunities that will pair you and your partners with a true legend of the game and provide some quality opportunities to experience the uniqueness of PGA golf,” Mike Bone, tournament marketing director, said.

There currently are openings in the fields for both the Wednesday, March 14, and Thursday, March 15 Pro-Am events. The entry fee (\$2,500 for an individual, \$9,000 per foursome) helps support the Henry Mayo Newhall Memorial Hospital Foundation and other local non-profit organizations that are involved in many aspects of the tournament operations. The AT&T Champions Classic Pro-Am includes invitations for the player and one guest to a pairings reception on Tuesday evening, a cocktail reception and Gala on Wednesday evening, and on-course hospitality.

Each player also will receive 10 general admission tickets, VIP gift package and team photo.

The Pro-Am isn't the only entertainment option during tournament week, though. There are a variety of sponsorship and hospitality programs available to those wanting to entertain existing and prospective business clients, family and friends, or simply to enhance their own enjoyment.

“The AT&T Champions Classic presents truly world class entertainment opportunities right here in the Santa Clarita market,” Bone said. “We offer a variety of options for various budgets, numbers of guests and other considerations. The premier hospitality and viewing experience is a full or half skybox, located overlooking the 18th green and includes a buffet lunch and hosted bar, or the Fairway Chalet, which offers outside seating and a buffet with soft bar.”

(more)

2-2-2-2 AT&T Champions Classic

The Corporate Skybox is the perfect tool for businesses wishing to entertain prospective or existing clients. A \$20,000 investment in a full box includes 24 guest credentials and two host credentials per day, plus food and beverage service, closed circuit television coverage of the tournament, 25 general admission tickets, daily parking passes and spectator guides with pairings sheets.

A table for 10 in the Fairway Chalet, at \$6,500 for the three days, includes 10 guest credentials and two host credentials per day, daily parking passes, closed circuit television and a private dining area.

This year, the tournament has added an Executive Suite program that is perfect for small businesses or couples and families. Overlooking the green on the par-3 14th hole, the suite offers reserved seating (at \$500 per seat for the weekend), a buffet and bartender, access to follow play by walking the course, and a private entrance to the golf course through the adjacent Hyatt Hotel.

The AT&T Champions Classic also affords companies an opportunity to host larger groups through its Course Oasis program, which features private tents, identified by the company's logo and suitable for up to 35 guests, at strategic viewing spots around the course.

In addition, corporate exposure is possible through the Classic's Hole Sponsorship program and Spectator Guide advertisements, or through a display in one of the Exhibit Tents.

The Classic offers an excellent return on investment with more than 40,000 on-site spectators and live television coverage on The Golf Channel.

"There is literally something for everyone at the Classic, and we have the luxury of creating specific packages based upon a company's needs, budgets and guests," Bone said.

For more information or to take advantage of Pro-Am participation or one of the hospitality programs, please call 661-260-1897 or visit the tournament's Internet site at www.attchampionsclassic.com.

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

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