



2009 AT&T Pebble Beach National Pro-Am

Contact:

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Dates: February 9-15
Where: Pebble Beach Golf Links (host course), Pebble Beach, CA
Courses: Pebble Beach G.L. (6,874 yards, par-72)
Spyglass Hill G.C. (6,953 yards, par-72)
Poppy Hills G.C. (6,944 yards, par-72)
FedExCup: 500 points to the winner
Purse: \$6,100,000
Winner's Share: \$1,098,000
Format: 72-hole stroke play with a cut to the low 60 players and ties after 54 holes

KEY STORYLINES:

1. **Jim Furyk makes 2009 Debut**

The 13-time winner on the PGA TOUR returns after an interesting 2008 in which he led the TOUR with nine top-10 finishes, but failed to get a win for the first time since the 2004 season. Furyk will be making his 13th appearance at Pebble Beach having missed the cut just once. The best of his four top-10 finishes was third in 1998. Another highlight of the 2008 season was when he scored the winning point in the Ryder Cup for the United States Team, beating Miguel Angel Jimenez 2-and-1 in Singles to secure the U.S. victory.

2. **FedExCup continues on the PGA TOUR**

The FedExCup enters its third year in 2009 with a few modifications including:

- Shifting the points reset from the beginning of the Playoffs to after the BMW Championship, which means points earned during the PGA TOUR Regular Season will be carried through the first three Playoff events
- Quintupling points awarded at Playoff tournaments relative to Regular Season tournaments
- Changing the field size of the Playoff events to 125 at The Barclays, 100 at the Deutsche Bank Championship, 70 at the BMW Championship and 30 at THE TOUR Championship; they previously were 144, 120, 70 and 30
- Streamlining the points structure for ease of understanding (500 points for first place, 1 point for last place).

3. **Monterey Peninsula Foundation committed to charity**

The real winners of the AT&T Pebble Beach National Pro-Am are the hundreds of nonprofit organizations which benefit from the proceeds of the tournament. The tournament generated nearly \$7 million in 2008 and more than \$73 million total since 1947 through the Monterey Peninsula Foundation. The Foundation is committed to funding organizations and programs that demonstrate the greatest positive effect. The Foundation is guided in grant making by specific areas of interest that include: youth, education, health, human services, arts, community and environmental programs.

4. **Celebrities mix it up with PGA TOUR players**

The AT&T Pebble Beach National Pro-Am is known for its celebrities. Celebrities who are expected to tee it up include:

Justin Timberlake - Entertainer
Peyton Manning - NFL Quarterback
Chris Berman - Sportscaster/ESPN
Joe Buck - Sportscaster/FOX
Brandi Chastain - Soccer Player
Carson Daly - Late Night TV Host
Kevin James - Actor
Greg Kinnear - Actor

Huey Lewis - Entertainer
George Lopez - Actor/Comedian
Bill Murray - Actor
Stone Phillips - Journalist
Ray Romano - Actor
Kelly Slater - Professional Surfer
Clay Walker - Musician

5. **Singh, Mickelson, Love III look to continue success at Pebble Beach**

Phil Mickelson - Three-time winner of the AT&T Pebble Beach National Pro-Am, Mickelson has enjoyed great success at this event with five top-3 finishes in 13 appearances. Mickelson finished with eight top-10 finishes in 2008 including victories at the Northern Trust Open and the Crowne Plaza Invitational at Colonial. Mickelson is trying to become the second player to win the event four or more times (Mark O'Meara has five wins). The AT&T Pebble Beach National Pro-Am is one of four TOUR events in Mickelson's career that he has won three or more times. The list includes the BellSouth Classic (2000, 2005-06), Buick Invitational (1993, 2000-01), Chrysler Classic of Tucson (1991, 1995-96) and the AT&T Pebble Beach National Pro-Am (1998, 2005, 2007). Mickelson's five-stroke victory in 2007 equaled a tournament record for victory margin, matching Lloyd Mangrum (1948), Cary Middlecoff (1956), Jack Nicklaus (1967), Fuzzy Zoeller (1986) and Arron Oberholser (2006).

Vijay Singh – After losing to Steve Lowery in a playoff at last year's AT&T Pebble Beach National Pro-Am, Vijay bounced back with a stellar season that included victories at the World Golf Championships-Bridgestone Invitational, the Barclays and the Deutsche Bank Championship. His consecutive victories in the first two events of the PGA TOUR Playoffs for the FedExCup helped the 45-year-old win the 2008 FedExCup. Singh's appearance at Pebble Beach will be his first tournament since having knee surgery following the season-opening Mercedes-Benz Championship. Singh has seven top-10 finishes in 14 appearances at Pebble Beach including his 2004 victory and runner-up finishes in 2008, 2001 and 2000.

Davis Love III – Love earned his 20th PGA TOUR career victory to end the 2008 season at the Children's Miracle Network Classic, and began his 2009 season with a T2 at the season-opening Mercedes-Benz Championship. Love has twice won the AT&T Pebble Beach National Pro-Am (2001 and 2003). Love struggled during most of 2008 as he fought back from torn ligaments in his left foot suffered in the fall of 2007, but has since found his swing and stated his goals for this season during an interview at the Mercedes-Benz Championships – "Yeah, definitely. I want to make Freddie's Presidents Cup team (to be held at Harding Park in San Francisco) and get back to being competitive in the majors. I had a taste of it at the British where I felt like I was close. And then, I want to make it to THE TOUR Championship. I didn't make it to THE TOUR Championship the last couple of years, and I want to play for the FedExCup."

ADDITIONAL STORYLINES:

1. **Steve Lowery set to defend**

Steve Lowery carded a final-round 68 and claimed his third career PGA TOUR title at the AT&T Pebble Beach National Pro-Am with a playoff win over Vijay Singh. Lowery's playoff win brought his all-time PGA TOUR playoff record to an impressive 3-0. His only prior TOUR titles, the 1994 Sprint International and the 2000 Southern Farm Bureau Classic, both came in playoff victories.

Prior to his victory last year, Lowery was playing 2008 on a Minor Medical Extension after suffering a wrist injury in 2007, but is now exempt through 2010 with the win. He is seeking to become sixth player to successfully defend a title at the tournament – Mark O'Meara (1989-90), Tom Watson (1977-78), Jack Nicklaus (1972-73), Cary Middlecoff (1955-56) and Sam Snead (1937-38)

2. **Importance of the West Coast Events on the FedExCup**

- Four of the ten in 2007 and three of the 10 in 2008 entered the playoffs ranked in the top-10. (Under this year's revised system this will give them a big advantage)
- Of the top-6 each year none of them was seeded higher than 22nd entering the playoffs.
- Six of the ten in 2007 and five of the ten in 2008 reached the TOUR Championship. (Tiger Woods would have probably made it in 2008 had he been healthy)

2007 FedExCup Standings				2008 FedExCup Standings			
Player	Rank After West Coast	Rank Entering Playoffs	Rank Final Rank	Player	Rank After West Coast	Rank Entering Playoffs	Rank Final Rank
Charles Howell III	1	8	18	Tiger Woods	1	1	70
Phil Mickelson	2	4	3	Phil Mickelson	2	3	7
Vijay Singh	3	2	10	K.J. Choi	3	17	10
John Rollins	4	16	26	Justin Leonard	4	8	8
Aaron Baddeley	5	18	6	J.B. Holmes	5	22	38
Tiger Woods	6	1	1	Steve Stricker	6	21	14
Paul Goydos	7	53	59	Rory Sabbatini	7	55	69
Charley Hoffman	8	46	50	D.J. Trahan	8	18	24
Henrik Stenson	9	31	39	Daniel Chopra	9	40	102
Jeff Quinney	10	41	51	Steve Lowery	10	41	103

3. **PGA TOUR Player of the Year Padraig Harrington**

The reigning British Open and PGA Championship winner makes his third consecutive appearance at the AT&T Pebble Beach National Pro-Am. While the PGA TOUR has certainly seen a rise in international players in recent years, few have found success on the Monterey Peninsula. Since Bruce Crampton's win in 1965, only two foreign-born players have won the AT&T Pebble Beach National Pro-Am: Brett Ogle in 1993 and Vijay Singh in 2004. Perhaps Harrington can change that trend.

4. **Northern California ties**

Arron Oberholser – The 2006 AT&T Pebble Beach National Pro-Am champion from San Luis Obispo CA, and San Jose State University graduate has finished in the top 10 in three out of five starts at Pebble Beach including his lone career PGA TOUR victory in 2006. He played only 10 times in 2008, making eight cuts, after undergoing left hand surgery in October of 2007. He will play the 2009 season under a Major Medical Extension. He has 18 events in 2009 to earn \$397,871, which coupled with his 2008 earnings would equal No. 125 on the 2008 Money List. If he can eclipse that number he will remain eligible through the remainder of the 2009 season.

Nick Watney – The 2003 Fresno State University graduate has played in the AT&T Pebble Beach National Pro-Am in each of the past five seasons and has made the cut four consecutive years. The 2007 Zurich Classic of New Orleans winner originally from Sacramento, CA, had his best finish at Pebble Beach in 2006 with a T7.

Peter Tomasulo – Rookie on the PGA TOUR and University of California graduate earned playing privileges in 2009 by finishing 11th on the 2008 Nationwide Tour money list. Before the 2009 season, he had played in four PGA TOUR events, making two cuts. One of which was the 2005 AT&T Pebble Beach National Pro-Am where he finished T51. First-team All-American in 2005 at the University of California and captured their NCAA Championship Team. Was a semifinalist for the 2004 Ben Hogan Award.

Charlie Wi – Attended the University of California-Berkeley. Wi finished the 2008 season ranked no. 66 in the FedExCup standings. He ended the year with four top-10 finishes including a T2 at the Valero Texas Open.

Notah Begay III – University of Stanford graduate Notah Begay III returns for his fifth appearance at Pebble Beach and his first since 2006. The four-time PGA TOUR winner last made the cut at this event in 2000, finishing T4.

5. **Experience needed**

Experience is what counts the most at the AT&T Pebble Beach National Pro-Am. Only five players since 1970 (and two since 1993) have made the AT&T their first win on the PGA TOUR: John Cook (1981), Steve Jones (1988), Brett Ogle (1993), Matt Gogel (2002) and Arron Oberholser (2006).

6. **Course enhancements**

Pebble Beach Golf Links

#5 -- The teeing ground was rebuilt to lengthen the hole by 10 yards

#6 – The large bunker on the left side of the lower fairway was replaced with a group of five small fairway bunkers

- #7 - The entire teeing ground was enlarged and the cart path was subsequently relocated out of view
- #9 - A new teeing ground was added to lengthen the hole by 35 yards for the 2010 U.S. Open
- #11 - A new teeing ground was added to lengthen the hole by 10 yards

Spyglass Hill Golf Course

#2 - The dune along the left side of the fairway has been restored with native plants and bordered with fine-fescue turf

Poppy Hills Golf Course

#2 - The putting green and surrounding greenside bunkers were completely rebuilt under the direction of Robert T. Jones, Jr.

#17 - The entire teeing ground was completely rebuilt to increase the square footage

7. West Coast key for new faces

Players out of the Nationwide Tour/PGA TOUR Qualifying School category can set themselves up for success for the 2009 PGA TOUR season with a strong start on the West Coast. Several times during the season, the Nationwide/Q-School category “reshuffles” on the basis of total money earned, the first being the week after the World Golf Championships/Accenture Match Play Championship and Mayakoba Golf Classic. Players at the top of the re-order are higher on the category list and subsequently earn additional tournament starts. These additional starts equal more opportunities to win and earn FedExCup points and prize money.

The three players who were Nos. 1-2-3 (Dustin Johnson, John Merrick and Nicholas Thompson) in the first reshuffle of 2008 went on to:

- Combine for 13 top-10 finishes including Johnson’s victory at the Turning Stone Resort Championship
- Play in at least 21 events each prior to the PGA TOUR Playoffs for the FedExCup
- Each qualified for THE PLAYERS Championship and for the PGA TOUR Playoffs for the FedExCup; Thompson and Merrick advanced to the BMW Championship – the third of four PGA TOUR Playoff events

8. Tournaments/Players using social media for fan outreach

Did you know that the AT&T Pebble Beach National Pro-Am has a Facebook page? More and more PGA TOUR events and PGA TOUR players are using social media web sites like Facebook, Twitter and YouTube to access their fans. See how these sites help players and tournaments alike gain fans and interact with their followers.