



2009 FBR OPEN

Contact:

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Dates: January 12-18, 2009

Where: TPC Scottsdale; Scottsdale, AZ Par/Yards: 35-36—71/7,216

Field: 132 (as of January 11)

Purse: \$6,000,000; **Winner's Share:** \$1,080,000

Format: 72-hole stroke play

KEY STORYLINES:

FedExCup modifications for 2009 – Now in its third year, the FedExCup underwent several modifications with the onset of the 2009 season:

- 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.

Greatest Show on Grass – The FBR Open at TPC Scottsdale attracts more people than any event on TOUR. It is the largest event in Phoenix area each year as more than 538,000 people attended the event in 2008

- The par-3 16th has been completely enclosed for 2009 with a full stadium feel for players
- The finishing holes are among the most exciting on TOUR (No. 15 is a par-5 island green; No. 16 is the arena hole; No. 17 is a driveable par-4)

J.B. Holmes set to defend – J.B. Holmes returns in 2009 to defend his title at the FBR Open. At the age of 25, Holmes defeated Phil Mickelson in a playoff at 2008 FBR Open, thanks to 359-yard drive in the first playoff hole (No. 18) that set up wedge to the 438-yard par-4. Holmes went on to become a Captain's Selection for the United States Ryder Cup squad and compiled a 2-0-1 record as a Ryder Cup rookie.

Emerging stars poised to compete in the 2009 FBR Open – A pair of young guns, two-time PGA TOUR winners Anthony Kim and Camilo Villegas, are scheduled to tee it up at TPC Scottsdale. Fellow 2008 Ryder Cup teammate to Kim, Hunter Mahan, is also scheduled to play at TPC Scottsdale.

- Kim entered the season after having finished fourth in the 2008 FedExCup standings, highlighted by victories at the Wachovia Championship and the AT&T National, and \$4,656,265 in earnings.
- Villegas capped off a highly-successful 2008 season ranked second in the FedExCup standings, including victories in the last two PGA TOUR Playoff events (BMW Championship and THE TOUR Championship presented by Coca-Cola).

- Hunter Mahan was instrumental in the success of the American Ryder Cup team in its convincing march to a 16 ½- 11 ½ victory over Europe. Following his first win in 2007 at the Travelers Championship, he returned to Hartford in 2008 and nearly successfully defended, finishing second to Stewart Cink. In addition to that runner-up finish, Mahan claimed four additional top-10 finishes in 2008.

Favorite Sun Devil

Phil Mickelson, a two-time FBR Open champion and former Arizona State All-America, is expected to make 2009 PGA TOUR debut at the FBR Open. Mickelson captured two events in 2008 (Northern Trust Open, Crowne Plaza Invitational at Colonial) and has 34 career titles to his credit.

Other Notables expected to compete

Chez Reavie – Arizona State graduate captured the RBC Canadian Open as a rookie in 2008

Rocco Mediate – first 2009 start for 2008 U.S. Open runner-up

Geoff Ogilvy – Scottsdale resident the winner of season-opening Mercedes-Benz Championship

Charity is the winner – The FBR Open is consistently among largest contributors to charity. Last year more than \$8.65 million was given to Phoenix-area charities through efforts of FBR Open and the host organization The Thunderbirds. Recent beneficiaries have included Homeward Bound, The First Tee, Arizona Special Olympics, Valley of the Sun United Way, Valley Boys and Girls Clubs and the Junior Golf Association of Arizona. Since FBR signed on as title sponsor in October of 2003, the FBR Open has given more than than \$33.6 million to charity.

Arizona State connection

Nine former Arizona State Sun Devils compete on the PGA TOUR; two of those players won in 2008 – Phil Mickelson and rookie Chez Reavie.

Paul Casey

Dan Forsman

Matt Jones

Billy Mayfair

Phil Mickelson

Pat Perez

Jeff Quinney

Chez Reavie

Joey Snyder III

ADDITIONAL STORYLINES:

Additional incentive for giving blood

The Thunderbirds and United Blood Services have partnered to save lives by offering all January blood donors a free ticket to the 2009 FBR Open. The two local organizations have teamed up for the sixth consecutive year to help Arizona's blood donors experience the "Greatest Show on Grass." Simply give blood at any United Blood Services donor center or organization-sponsored blood drive through Jan. 31 and you'll receive a voucher that can be redeemed at the main gate for a one-day pass to FBR Open.

Volunteer Service Project -- Operation School Bell

Date: Wednesday, January 28, 2009 (9-11 a.m.)

Location: Assistance League of Phoenix's Philanthropic Center

The PGA TOUR Wives Association will assist the Assistance League of Phoenix and the FBR Open in its first Volunteer Service Project for 2009. Operation School Bell provides new school clothing and other articles for children who are in need. PGA TOUR Wives Association members will assist children as they "shop" for items of clothing, shoes, healthcare kits, backpacks and books. The TOUR Wives will also read and assist with tutoring in the learning lab.

"Shot at Glory – 16th hole shootout, Wednesday, January 28

A number of lucky golf fans along with a host of local media personalities and tournament sponsors will take aim for charity in a unique closest-to-the-pin contest on Wednesday, January 28. Dubbed the "Shot At Glory," the friendly competition will feature roughly 30 participants and will take place following the completion of the FBR Open's Silver Pro-Am at approximately 3:30 p.m. Tournament host The Thunderbirds will award more than \$100,000 to the charities chosen by each competitor. Plus, if a participant makes a hole-in-one, \$1,000,000 will be divided between the winner and the charity of their choice (paid in a multi-year annuity). If no one makes a hole-in-one, \$40,000 will be donated to the charity

of the participant who is closest-to-the-pin, while \$25,000 and \$15,000 will be donated to the 2nd and 3rd place finishers, respectively. Each of the remaining participant's charities will receive \$1,000.

Inaugural Kodak Challenge continues at TPC Scottsdale – A first-of-its-kind competition for PGA TOUR players that offers \$1 million to the winner gets underway this week at the Mercedes-Benz Championship. The Kodak Challenge celebrates beautiful holes and memorable moments on the PGA TOUR. There will be one designated Kodak Challenge Hole at 24 different PGA TOUR tournaments – with this the famed 162-yard, par-3 16th at TPC Scottsdale being one of the featured holes. Players, who must play at least 18 of the holes to be eligible, will count their lowest score relative to par on the Kodak Challenge Hole made during an official competition round. The player with the lowest cumulative score at the end of the challenge wins. For up-to-date standings, please visit pgatour.com/kodakchallenge.

Law enforcement and giving back

In honor of the men and women who actively serve this country in law enforcement, fire prevention and the armed forces, along with one accompanied guest are invited to be guests of The Thunderbirds (free of charge) at this year's FBR Open. This is the eighth consecutive year that the Thunderbirds have extended this free invitation. All law enforcement, firefighters and military personnel and one accompanied guest will be admitted free of charge every day