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**PGA SUPERSTORE HELPS THE FIRST TEE OF PHOENIX
FUNDRAISING EFFORTS WITH PROMOTIONAL 'ROUNDUP'**

Phoenix— The First Tee of Phoenix, owned and operated by The Thunderbirds, announced today a promotional partnership with PGA TOUR Superstore as part of the vendor's national program to boost fundraising for The First Tee chapters. For one week, September 20-26, all three PGA TOUR Superstore locations in the Valley will give customers the option of rounding up their purchases to the nearest dollar and donating the difference to The First Tee of Phoenix. Additionally, the retail chain will match customer contributions up to \$25,000, all of which will go to the Phoenix chapter.

"PGA TOUR Superstore associates are proud to team up with The First Tee of Phoenix to reach thousands of young people with education and character-development programs," said PGA TOUR Superstore Regional Marketing Manager, Jon Newman. "Young people who live by The First Tee's Nine Core Values do better at home, at school and in life."

"We are proud to partner with PGA Superstores and are grateful for their support of our Chapter here in Phoenix and The First Tee national chapters," said Kevin Terry, Executive Director, The First Tee of Phoenix. "We have a wonderful relationship with them and are always excited to work with them on initiatives that support our members and their stores."

To learn more or donate to The First Tee of Phoenix, visit www.thefirsttee phoenix.org

About The First Tee of Phoenix

The First Tee of Phoenix is a 501(c)(3) non-profit organization created by The Thunderbirds for the purpose of providing affordable access to golf and golf learning facilities for young people in Maricopa County from all walks of life, particularly those who otherwise might not have an opportunity to play. As one of the largest chapters in The First Tee Network impacting more than 100,000 youth annually, The First Tee of Phoenix offers classes, special monthly family events and tournaments as part of its programming. Now with 13 locations in the Valley – Talking Stick, Legacy, Desert Mirage, Papago, Falcon Dunes, Longbow, Lone Tree, Cave Creek, Encanto, Maryvale, Augila, Palm Valley and Augusta Ranch – The First Tee of Phoenix programming sites serve as conveniently located places for participants

to learn valuable life skills and character-building lessons through creative activities and instructional programs that incorporate the fundamental teachings of golf. For more information on The First Tee of Phoenix call 602-305-7655, or visit www.thefirstteeofphoenix.org.

About The Thunderbirds

The Thunderbirds were founded in 1937 with the mission of promoting the Valley of the Sun through sports. Consisting of 55 “active” members and more than 250 “life” members, The Thunderbirds host the Waste Management Phoenix Open; the best-attended golf tournament in the world, which to date has raised more than \$100 million for Valley charities, including The First Tee of Phoenix. With its unmatched fan participation and rich history dating back more than 80 years, the Waste Management Phoenix Open has gained legendary status for being a unique stop on the PGA TOUR. For more information on The Thunderbirds or the Waste Management Phoenix Open visit www.wmphenixopen.com.

About PGA TOUR Superstore

PGA TOUR Superstore is owned and operated by Golf & Tennis Pro Shop, Inc., headquartered in Roswell, Georgia, whose chairman and controlling owner (through AMB Group, LLC) is Arthur M. Blank, retired Home Depot co-founder and owner of the Atlanta Falcons. Additionally, PGA TOUR Superstore is the PGA TOUR's exclusive partner for off-course/off-airport golf retailing.