



FOR IMMEDIATE RELEASE

**Just in time for the holidays, daily tickets for
2009 PLAYERS go on sale today**
Incentives available through the month of December



PONTE VEDRA BEACH, FL

December 4, 2008

Daily tickets to the 2009 PLAYERS Championship are now on sale, just in time for the holiday gift-giving season. And as an added incentive, tournament officials have announced a new benefit to fans who purchase early. For every four Daily Grounds Admission Tickets purchased for the same day, fans will receive one on-site Daily Parking Pass for that day (value \$25).

The offer also applies to Weekly Packages (Championship, Island Club and Grounds). For every four Weekly Ticket Packages purchased during the month of December, the customer will receive one on-site Weekly Parking Pass (value \$75).

Tickets can be purchased at www.PGATOUR.com/THEPLAYERS, by calling 904-285-7888 or 1-800-741-3161. THE PLAYERS takes place May 4-10, 2009, on THE PLAYERS Stadium Course at TPC Sawgrass in Ponte Vedra Beach, Fla.

In addition, tournament officials announced a new youth policy for 2009. Children 16 and under are admitted free to THE PLAYERS (grounds) all week with a properly ticketed adult. THE PLAYERS also has a new Family Plan package that includes adult tickets, youth tickets and free on-site parking. Call the tournament office (904-285-7888 or 1-800-741-3161) for details.

“Tickets to THE PLAYERS always make for an exceptional gift, and that’s even more true this year with the added benefit of a complimentary, on-site parking pass,” said Jay Monahan, Executive Director of THE PLAYERS. “On the heels of ‘Giving Back Week’ and heading into the holiday season, we hope our fans will make the connection between a ticket purchase that will not only please the golf lover in the family, but also one that helps THE PLAYERS continue its charitable impact throughout the First Coast.”

Daily Ticket pricing remains the same as 2008:

- Monday-Wednesday, \$30 (good for all three days)
- Thursday, \$75
- Friday, \$75
- Saturday, \$75
- Sunday, \$75

Weekly Tickets (all packages are for access Monday-Sunday):

- Champions Club (clubhouse access), \$599
- Island Club (available as a weekly package for the first time), \$399
- Grounds Admission, \$199

About THE PLAYERS Championship

THE PLAYERS Championship annually combines the best field in golf with the world-class venue that is THE

PGA TOUR

112 PGA TOUR Boulevard • Ponte Vedra Beach, FL • 32082 • tel 904.273.6000 fax 904.285.0000 PGATOUR.com

GIVING BACK: THE HEART OF THE PGA TOUR

PLAYERS Stadium Course at TPC Sawgrass. PricewaterhouseCoopers, JELD-WEN and UBS are the exclusive Proud Partners of THE PLAYERS.

Proceeds from THE PLAYERS benefit Northeast Florida charities. Since 1977, when THE PLAYERS Championship moved to Ponte Vedra, more than \$31 million has been contributed to Northeast Florida charities, including a record \$3 million donation in 2008.

About PricewaterhouseCoopers

PricewaterhouseCoopers (www.pwc.com) provides industry-focused assurance, tax and advisory services to build public trust and enhance value for its clients and their stakeholders. More than 155,000 people in 153 countries across our network share their thinking, experience and solutions to develop fresh perspectives and practical advice.

“PricewaterhouseCoopers” refers to the network of member firms of PricewaterhouseCoopers International Limited, each of which is a separate and independent legal entity.

About JELD-WEN

JELD-WEN is the official window, door and millwork provider of the PGA TOUR and Champions Tour, title sponsor of the JELD-WEN Tradition and one of three exclusive Proud Partners of THE PLAYERS.

JELD-WEN, inc. is the world's leading manufacturer of reliable windows and doors. Based in Klamath Falls, Ore., JELD-WEN began as a small Oregon millwork plant in 1960 and has grown into a company with more than 150 divisions and more than 20,000 employees worldwide. JELD-WEN has been an Energy Star® Partner since 1998 through the U.S. Department of Energy and the Environmental Protection Agency.

About UBS

UBS is a leading global wealth manager, a leading global investment banking and securities firm and one of the largest global asset managers. In Switzerland, UBS is the market leader in retail and commercial banking.

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