

For Immediate Release

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PGA TOUR'S MERCEDES CHAMPIONSHIPS AT KAPALUA CHANGES NAME TO THE MERCEDES-BENZ CHAMPIONSHIP

LAHAINA, HI. (Aug. 30, 2006) -- The PGA TOUR's season-opening, winners-only event, known as the Mercedes Championships since 1994, has been renamed The Mercedes-Benz Championship. The \$5.5 million Mercedes-Benz Championship will kick off the PGA TOUR's 2007 FedEx Cup January 1-7 at the Kapalua Resort (Kapalua), Hawaii, and will be seen live in prime-time on The Golf Channel.

"The change to Mercedes-Benz Championship is primarily about the visual impact of the three-pointed star logo within the telecast," said Mark McNabb, vice president of marketing for Mercedes-Benz USA (MBUSA). "As title sponsor of this prestigious tournament for the past 13 years, Mercedes-Benz has built a tremendous amount of equity with the sponsorship. The incorporation of the three-pointed star into the tournament logo allows Mercedes-Benz to more accurately present the brand within this forum by taking advantage of the equity built up in one of the world's most recognized brand symbols from the company who invented the automobile."

In January 2007, winners from the 2006 PGA TOUR season will converge on Kapalua's Plantation Course to compete for a share of the \$5.5 million purse and the keys to an all-new 2007 Mercedes-Benz GL-Class sport utility vehicle. PGA TOUR veteran and defending champion Stuart Appleby will compete with some of the best professional golfers in the world as he seeks a record-setting fourth-straight Mercedes-Benz Championship title.

Tickets are available to buy and print on-line through ClicknPrint Tickets. Go to www.kapalua.com or call 1- 877-772-5425. For tournament questions, call 1-866-669-2440.

The Kapalua Resort is a master-planned community set amidst a 23,000-acre working pineapple plantation on Maui's northwest coast. The resort is renowned for its world-class golf courses - The Bay, The Village and The Plantation Courses; ten residential communities; premier accommodations at The Ritz-Carlton, Kapalua; The Kapalua Villas, a villa rental program; Kapalua Luxury Homes, a luxury home rental program; a tennis complex; three white sand beaches including America's Best Beach; and a myriad of restaurants and shops. Kapalua hosts five signature events each year, the PGA TOUR's season-opening Mercedes-Benz Championship in January, Whale Quest, Kapalua in February, The Ritz-Carlton, Kapalua's Celebration of the Arts festival in April, the Kapalua Wine & Food Festival in July, and LifeFest Kapalua in

September. Readers of *Travel + Leisure Golf* magazine recognized Kapalua Resort as the #1 Golf Destination in Hawaii for 2006. For more information, visit www.kapalua.com or call (800) KAPALUA.

MBUSA, headquartered in Montvale, N.J., is responsible for the sales, marketing and service of all Mercedes-Benz and Maybach products in the United States. In 2005, MBUSA achieved an all-time sales record of 224,421 new vehicles, setting the highest sales volume ever in its history and achieving twelve consecutive years of sales growth.

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