

FOR IMMEDIATE RELEASE
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Mercedes Extends Sponsorship of Mercedes Championships

PONTE VEDRA BEACH, FL – Mercedes-Benz USA has agreed to a four-year renewal as title sponsor of the PGA TOUR's season-opening Mercedes Championships, extending its involvement through 2010.

Mercedes has been the tournament's title sponsor since 1994. Unique in that its field is exclusive to the previous year's PGA TOUR winners, the Mercedes Championships has been held at The Plantation Course at the Kapalua Resort in Maui since 1999.

"We are extremely pleased to announce Mercedes' continued sponsorship of the Mercedes Championships," PGA TOUR Commissioner Tim Finchem said. "The tournament has a tradition of being our tournament of champions and leading off the TOUR schedule with its winners-only field from the previous season. Now, the Mercedes Championships' significance will be magnified as the leadoff tournament for the FedEx Cup. We look forward to its continued growth through the support of Mercedes."

The extension coincides with next year's start of the TOUR's new television agreements and introduction of the new FedEx Cup competition, a dramatic season-long points bonus program for players and the centerpiece to the restructured PGA TOUR season in 2007. Scheduled for Jan. 4-7 next year, all four rounds of the Mercedes Championships will be televised on The Golf Channel, the TOUR's exclusive cable network provider for the next 15 years.

"The Mercedes Championships has been the traditional opening tournament for the world of professional golf and its top players, an event unlike any other," said Paul Halata, president and CEO of Mercedes-Benz USA. "It is a perfect match for the values of the Mercedes brand."

The tournament dates back to 1953, when it was known as the Tournament of Champions and staged in Las Vegas, NV. It then moved to Carlsbad, CA in 1969 and remained until moving to The Plantation Course at the Kapalua Resort in 1999.

Since the move to Maui, the tournament host organization, Kapalua Maui Charities, has donated more than \$2 million to local charities.

"We are extremely happy to continue our partnerships with Mercedes-Benz USA and the PGA TOUR," said tournament chairman Gary Planos. "The Kapalua Resort looks forward to starting the PGA TOUR season for the next four years on The Plantation

Course.”

Last month, Australian Stuart Appleby became the second player to win three Mercedes Championships in a row, joining Gene Littler (1955-57).

About MBUSA

MBUSA, headquartered in Montvale, New Jersey, 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. More information on MBUSA and its products can be found on the Internet at www.mbusa.com and www.maybachusa.com.

About the PGA TOUR

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to provide competitive earnings opportunities for past, current and future members of the PGA TOUR, Champions Tour and Nationwide Tour; to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world.

In 2006, the three Tours will compete in nearly 120 events for approximately \$325 million in prize money. Tournaments will be held in eight countries outside the U.S. and in 38 states.

In addition to providing competitive opportunities for its membership, TOUR events also generate significant funds for local charities. In fact, the three Tours reached the \$1 billion mark in overall charitable contributions in late 2005. The PGA TOUR's web site address is www.pgatour.com and the company is headquartered in Ponte Vedra Beach, FL.

About the Kapalua Resort

The Kapalua Resort is a 23,000-acre master-planned community set amidst a working pineapple plantation on Maui's northwest coast. The resort is renowned for its three world-class golf courses – The Bay, The Village and The Plantation Courses; ten residential communities; two premier hotels – The Ritz-Carlton, Kapalua and the Kapalua Bay Hotel; a villa rental program, The Kapalua Villas; a luxury home rental program, Kapalua Luxury Homes; a tennis complex; three white sand beaches; and a myriad of restaurants and shops. Kapalua Resort hosts four signature events each year, the PGA TOUR's season-opening Mercedes Championships in January, The Ritz-Carlton, Kapalua's Celebration of the Arts festival in April, the Kapalua Food & Wine Festival in July, and LifeFest Kapalua in September. For more information or to view live images of Kapalua Resort visit www.kapalua.com or call (800) KAPALUA.

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