



MEDIA RELEASE



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THE TOUR Championship Presented by Coca-Cola Gives Back Locally and Nationally

(ATLANTA, GA) - THE TOUR Championship presented by Coca-Cola and the PGA TOUR raised \$1.02 million for charity in 2004, \$522,000 of which will be contributed to the East Lake Community Foundation and the remainder to both national and local First Tee organizations.

With the help of the tournament volunteers and the commitment of Coca-Cola, the tournament sponsor through 2010, more than \$3.8 million has been donated to the East Lake Community Foundation and The First Tee since THE TOUR Championship has been held at East Lake Golf Club. East Lake has been the site of four TOUR Championships (1998, 2000, 2002 and 2004) and is now the permanent home to this season-ending event of the PGA TOUR season.

Charity is a fundamental part of the PGA TOUR. Since its first donation in 1938, PGA TOUR events have generated more than \$935 million for charities across the country. In 2004, the PGA TOUR contributed a record \$88.8 million to charity on all three Tours—the PGA TOUR, the Champions TOUR and the Nationwide Tour.

“The PGA TOUR and its members take great pride in giving back to the communities in which we play,” said Todd Rhinehart, Executive Director. “Giving back is indeed at the heart of the PGA TOUR and THE TOUR Championship presented by Coca-Cola, and we are glad the game of golf can help shape the lives of the young people in the Atlanta community.”

For ticket information, call (888) TOUR-TIX or (888) 868-7849 or visit www.TOURChampionship.pgatour.com.

ABOUT THE TOUR CHAMPIONSHIP PRESENTED BY COCA-COLA
This year marks the 18th playing of THE TOUR Championship presented by Coca-Cola, the season-ending event on the PGA TOUR's schedule. The championship features the top 30 PGA TOUR members from the Official PGA TOUR Money List. In addition to East Lake Golf Club, now the permanent home of THE TOUR Championship, the event has been held at such renowned venues as Pebble Beach GL, Harbour Town GL, Pinehurst No. 2, The Olympic Club, Southern Hills CC and Champions GC.

ABOUT THE COCA-COLA COMPANY

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's best-known brand, the Company markets four of the world's top five soft drink brands, including diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world's largest distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1 billion servings each day.

ABOUT EAST LAKE

East Lake Golf Club (www.eastlakegolfclub.com) is the home course of legendary amateur golfer Bobby Jones and now permanent home to THE TOUR Championship. East Lake, which celebrated its 100th anniversary in 2004, is not only a historic golf club, but a philanthropic one as well. The golf club's founding sponsors have contributed more than \$19 million to the East Lake Community Foundation to help transform one of the nation's worst public housing projects into a thriving, mixed-income community. Net proceeds from golf club operations and THE TOUR Championship are funneled back into East Lake community programs to help families succeed. Additional support is provided by foundations, governmental entities and individuals. The revitalized community includes The Villages of East Lake, a mixed-income apartment complex with half market-rate and half subsidized units; Charles R. Drew Charter School (the first charter school in the Atlanta Public School System) for 770 students grades K-8; the East Lake Family YMCA; the Sheltering Arms Early Education and Family Center; and the public, 18-hole Charlie Yates Golf Course, home to The First Tee of East Lake, a year-round golf and mentoring program for East Lake youth. For more information, please visit www.eastlakecommunityfdn.org.

ABOUT THE PGA TOUR

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to provide significant 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. The PGA TOUR's Web site address is www.pgatour.com.

ABOUT THE FIRST TEE

The First Tee is a World Golf Foundation initiative dedicated to providing affordable golf access for everyone, especially young people who otherwise might not have an opportunity to play. Through unprecedented support from the golf industry and others, including cities, counties and state that have donated land for the purpose of developing golf learning facilities, The First Tee has opened more than 180 facilities worldwide and has touched the lives of more than 400,000 young people since 2000. In Atlanta, the John A. White Park Golf Center became a First Tee facility in 2000. In the summer of 2004, in conjunction with the announcement that East Lake Golf Club is the permanent home of THE TOUR Championship, the Charlie Yates course also became home to The First Tee of East Lake, formerly known as the East Lake Junior Golf Academy.

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