

the Memorial  Tournament

PRESENTED BY

Morgan Stanley



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MEDIA ADVISORY

Dublin, Ohio - October 1, 2009 – Officials of the Memorial Tournament announced today the details surrounding its 2010 ticket program. Headlining the program are three exciting new benefits available to 2010 patrons: the Flexible Payment Plan, Daily Ticket Pack, and \$25 gift card. The new **Flexible Payment Plan** is an option for patrons to pay for their badges in two installments; 50% to be charged upon order and the remaining 50 % balance automatically processed on February 5, 2010. The **Daily Ticket Pack** will now give patrons the ability to receive a ticket for each day of the Tournament in lieu of the traditional weekly badge. All badges and badge packages are available in both daily and weekly formats. The price of a Patron Badge will remain at \$155, a number that has not increased since 2004. A **\$25 Gift Card** will be supplied to each ticket buyer and is valid for food, beverage and merchandise purchases throughout Tournament week.

The Daily Ticket Pack, Flexible Payment Plan and \$25 Gift Card are limited time offers. Patrons must purchase by December 15, 2009 to be eligible. In addition, all orders placed by the December 15th deadline will automatically receive a Golden Bear Signature Club membership.

The Golden Bear Signature Club is an elite program that was developed with the Memorial Tournament's most dedicated fans in mind. Benefits of the Golden Bear Signature Club include: Memorial Moments Video Archive, Historic Photo Wallpaper for your computer, Custom Lanyard, Automatic entry for exclusive drawings, Advanced Delivery of *The Memorial* magazine, and the Memorial Tournament E-News.

The public may visit www.thememorialtournament.com or call the Tournament Ticket Office 9 a.m.-5 p.m. weekdays at 877-MT BADGE for more information or to purchase badges.

The Memorial Tournament presented by Morgan Stanley is held annually at Muirfield Village Golf Club in Dublin, Ohio, a suburb of Columbus. The Tournament, founded and hosted by Jack Nicklaus, is conducted each year with three goals in mind: to honor the memory of individuals living and deceased who have distinguished themselves in the game of golf; to showcase the world's best golfers competing on one of the most challenging venues in the world for the enjoyment of spectators; and to benefit charitable organizations in central Ohio. For more information, call 614-889-6700 or visit www.thememorialtournament.com.

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