



Matt Flory named Director of Business Development at the PGA TOUR's TPC San Antonio

San Antonio, TX

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Houston native Matt Flory has been named Director of Business Development at the PGA TOUR's TPC San Antonio, a beautiful private/resort club under development in the Texas Hill Country. Scheduled to open in January 2010, the club will serve as the new home to the TOUR's Valero Texas Open.

In his new position, Flory will be responsible for helping to spearhead the opening of TPC San Antonio as well as overseeing membership sales, corporate partnerships and other business opportunities.

"Matt's knowledge of the Texas golf market, combined with his proven success in driving revenue through innovative marketing techniques, will make him an invaluable asset to the management team as we prepare to open one of the region's most ambitious development projects," said TPC San Antonio General Manager Jimmy Terry.

Flory joins TPC San Antonio after serving as Director of Sales and Marketing with ES Golf Management, where he negotiated contracts with all of Houston's major sports franchises and instituted Web-based marketing campaigns for which he was recognized with several Addy Awards from the American Advertising Federation. Previously, he was Director of Marketing at Golf Solutions Management, where he assisted the executive team in golf course management acquisitions and branding. Flory's breadth of experience includes brand development, ad design, membership campaigns and overall revenue growth.

Flory graduated from Sam Houston State University with a Bachelor of Arts degree in Communications, and is currently pursuing his Masters of Business Administration at the University of Houston. He and his wife, Terri, have three children.

Part of the TOUR's acclaimed TPC Network of premier private and resort clubs, TPC San Antonio will feature 36 holes of golf designed by two of the game's most innovative architects: Pete Dye and Greg Norman. Champions Tour player Bruce Lietzke collaborated with Dye on the design of the AT&T Canyons Course, while PGA TOUR player Sergio Garcia assisted Norman on the design of the AT&T Oaks Course, future home of the Valero Texas Open.

TPC San Antonio will be accessible to private club members and guests of the JW Marriott San Antonio Hill Country Resort and Spa. For membership information, please visit www.tpc.com/sanantonio.

About The PGA TOUR

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to expand the PGA TOUR domestically and internationally so as to substantially increase player financial benefits while maintaining our commitment to growth in charity and integrity to the game.

In 2009, the three Tours will compete in 100 events for more than \$350 million in prize money. Tournaments will be held in 10 countries outside the U.S. and in 35 states.

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

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About The TPC Network

Licensed by the PGA TOUR, the TPC Network is comprised of 28 premier private and resort golf properties designed by some of golf's most elite architects, 17 of which are operated by the PGA TOUR. Each TPC has hosted or has been designed to host TOUR-sponsored golf tournaments.

Since the TPC Sawgrass first opened its world renowned PLAYERS Stadium Course in the fall of 1980, TPCs have provided the PGA TOUR with rent-free venues for tournaments, helping to boost championship golf purses and increasing charitable donations to grass roots non-profit organizations. At the same time, TPCs have provided recreational golfers with the unique opportunity to test their skills on the same layouts where the world's best golfers compete.

Distinctive in character but consistent in quality, TPCs are known for their outstanding conditioning and amenities, as well as a commitment to environmental excellence. Most TPCs operated by the PGA TOUR are certified as Audubon International Cooperative Sanctuary Systems. The TPC Network is also distinguished by its unwavering commitment to further the PGA TOUR's giving back mission through support of charitable and community-based programs. For more information, please visit www.tpc.com.

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