



NEWS

PALM BEACH COUNTY SPORTS COMMISSION

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THE HONDA CLASSIC SWINGS INTO PALM BEACH COUNTY, PROVIDING EXCEPTIONAL GOLF AND A MAJOR BOOST TO THE ECONOMY

Palm Beach County, FL-The 2012 Honda Classic will be in full swing today through Sunday, March 4 as a field of 144 PGA TOUR professionals take to the links at PGA National Resort and Spa to compete for a total purse of \$5.7 million. This year marks the sixth year the tournament returns to PGA National Resort and Spa and the tenth consecutive year The Honda Classic is taking place in Palm Beach County. The anticipated field of professional golfers went from superior to historic during the announcement that golfing legend, Tiger Woods, will play at the Honda Classic in Palm Beach Gardens for the first time. Tiger Woods' star presence will strengthen a stellar constituency of the game's top professionals, including reigning Masters Champion, Charl Schwartzel, reigning U.S. Open Champion Rory McIlroy, reigning British Open Champion Darren Clarke, and English star Lee Westwood. This outstanding field will be tackling a course consistently ranked among the toughest in tournament conditions. In 2011, PGA National ranked as the second toughest on the PGA Tour at 2.5 strokes over par, which is slightly less difficult than Royal St. George's Golf Club in the British Open.

The Honda Classic is one of Palm Beach County's marquee sporting events. The tournament provides PGA Tour excitement to thousands of incoming visitors and Palm Beach County residents alike. In addition to becoming a major part of Palm Beach County's culture, the event generates significant benefits to the local economy. In 2011, more than 110,000 spectators experienced the Honda Classic, making the event one of the largest attended sporting activities in Palm Beach County history. The event consistently generates over 4,000 hotel room nights and an economic impact that exceeds \$33 million. In addition, Palm Beach County is showcased world-wide as the Honda Classic is televised live on the Golf Channel and NBC and is internationally distributed to 221 countries, reaching over 570 million households. The renowned collection of professional golfers, which includes Tiger Woods, is expected to dramatically increase attendance, sales, economic impact, and television ratings derived from

the Honda Classic in 2012. The event solidifies Palm Beach County's reputation as one of the premier destinations for sports in the United States.

While the Honda Classic strives to provide Palm Beach County with a world-class professional sporting event, the ultimate goal is to positively impact youth in need through charitable endeavors. The event has raised nearly \$19 million for charities since its inception. The Honda Classic is so much more than a sporting event and the Palm Beach County Sports Commission is proud to be a partner.

For additional event information, ticket packages and the tournament schedule, please visit www.thehondaclassic.com.

About Palm Beach County Sports Commission

The Palm Beach County Sports Commission is a private, not-for-profit organization contracted by Palm Beach County to promote and market the county as a sports and sports tourism destination. The Commission brings sporting events and activities to the county, enhances economic impact, stimulates bed tax revenues (primarily in the off-season) and maximizes utilization of county facilities. The Commission offers a full range of event service support, corporate partnerships, sponsorships and a local membership program that supports its goals. Local, regional, national and international marketing efforts are ongoing by the Commission with sports organizations and event owners. The Commission also produces sports-related programs for the residents of Palm Beach County including the Palm Beach County Sports Hall of Fame, the Lou Groza Collegiate Place-Kicker Award and the Kids Fitness Festival of the Palm Beaches. For more information on the Palm Beach County Sports Commission go to www.palmbeachsports.com.

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