



NEWS RELEASE

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THE ACE GROUP CLASSIC PARTNERS WITH SUSAN G. KOMEN FOR THE CURE SW FLORIDA AFFILIATE

Naples, FL – The ACE Group Classic is partnering with Susan G. Komen for the Cure Southwest Florida Affiliate to offer an exclusive ticket package with a portion of the proceeds benefiting the local affiliate. In addition, Susan G. Komen will bring Komen On the Go, a mobile community education and outreach tour to The ACE Group Classic. Komen On the Go will provide life-saving breast health messages through the use of its pink interactive trailers. The ACE Group Classic takes place at The Golf Lodge at The Quarry, February 8 – 14.

“The Komen Southwest Florida Affiliate is thrilled to be working with The ACE Group Classic,” said Miriam Ross, Executive Director Komen SW FL Affiliate. “We are truly appreciative of their commitment to our vision of a world without breast cancer. The Affiliate is proud to say that seventy-five percent of the funds the Affiliate receives from this promotion will stay here in Southwest Florida and remainder will be applied to the Komen national ground breaking research program.

The ACE Group Classic has developed a special ticket offer to help raise funds for Susan G. Komen Southwest Florida. The package, valued at over \$100, is being sold for \$65 by phone and online. The offer contains:

- Two daily tickets for The ACE Group Classic
- \$25 gift certificate for Pinchers Crab Shack
- Limited edition Susan G Komen SW FL/ACE Group Classic hat
- Three-ball sleeve of Susan G Komen SW FL/ACE Group Classic Titleist Balls
- Susan G. Komen for the Cure pin

“Breast cancer has personally affected my family and many others. We are happy as a tournament to join the fight,” said Tournament Director Jason Camp.

Komen On the Go was launched in 2004 and has expanded based on its widespread success. Komen On the Go aims to engage all generations in the fight against breast cancer by providing them with a better education about breast health and breast cancer. This nationwide initiative is a fun, hands-on learning experience that will engage people in our community.

Fans can purchase the special Susan G. Komen for the Cure SW FL ticket package at www.acegroupclassic.com or by calling (239) 593-3900.





About The ACE Group of Companies

The ACE Group of Companies is a global leader in insurance and reinsurance serving a diverse group of clients. Headed by ACE Limited, the ACE Group of Companies conducts its business on a worldwide basis with operating subsidiaries in more than 50 countries. Additional information can be found at: www.ancelimited.com.

About the Champions Tour

The Champions Tour collectively, has the most recognizable and accomplished players in the game with 15 World Golf Hall of Fame Members actively competing in its events and numerous other major championship winners among its members. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. The Champions Tour will feature a minimum of 25 official events offering \$48.8 million in prize money in 2009 and its highest average purse ever of \$1.95 million. The Champions Tour is a division of the PGA TOUR, Inc., a tax-exempt membership organization of professional golfers age 50 and older and as such operates under the umbrella of the PGA TOUR which includes the PGA TOUR, Champions Tour and Nationwide Tour. The Champions Tour's primary purpose as an entity of the PGA TOUR is to provide significant competitive and earnings opportunities for players age 50 and older; 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 addition to providing competitive opportunities for its membership, Champions Tour events also generate significant sums of money for charity. The commissioner of the PGA TOUR is Tim Finchem. Michael D. Stevens is president of the Champions Tour. TOUR headquarters is in Ponte Vedra Beach, Florida

About Octagon Golf & Outdoors

Octagon Golf & Outdoors is a division of Octagon, the world's largest sports and entertainment representation and marketing agency. Octagon Golf & Outdoors focuses on premium event/property management, developing key player relationships and providing strategic corporate solutions. The division currently manages two Champions Tour events, one LPGA Tour event, one Nationwide Tour event and the Toyota Texas Bass Classic. Additionally, Octagon Golf & Outdoors represents famed teaching professional Hank Haney and numerous PGA TOUR, LPGA Tour and Champions Tour professionals. For more information visit www.octagongolf.com.

About Pulte Homes

Pulte Homes, Inc., based in Bloomfield Hills, Mich., is America's largest home building company with operations in 29 states and the District of Columbia. The Company has an unmatched capacity to meet the needs of all buyer segments through its brand portfolio that includes Pulte Homes, Centex and Del Webb, as well as its regional brands of DiVosta Homes (Florida) and Fox & Jacobs (Texas). Pulte Mortgage LLC is a nationwide lender offering Pulte customers a wide variety of loan products and superior service. Websites: www.pulteinc.com; www.pulte.com; www.centex.com; www.delwebb.com; www.divosta.com; www.foxandjacobs.com.

