



FOR IMMEDIATE RELEASE:

CONTACT: Steve Maliszewski
Edelman
312-297-7411
steve.maliszewski@matter-edelman.com

PGA OF AMERICA SELECTS EDELMAN AS THE AOR FOR THE 2012 RYDER CUP

CHICAGO. – May 5, 2010 – Edelman, the world's leading independent public relations firm, has been selected through a competitive process as the agency of record by The PGA of America and Medinah Country Club to support the 2012 Ryder Cup. The scope of work will include strategic planning, media management, and counsel on positioning tournament hospitality in the marketplace.

“The Ryder Cup was looking for a partner to help navigate the marketplace and provide strategic counsel on numerous disciplines including media relations, business development and positioning,” said Michael Belot, 2012 Ryder Cup tournament director. “Edelman showcased a strong offering across golf, sports, tourism and corporate as well as an in-depth relationships and knowledge.”

The account will be led by MATTER, Edelman Sports & Entertainment out of Chicago with support from the agency’s tourism and corporate/public affairs practices, working with satellite offices in North America and Europe as needed.

“We’re thrilled to be working with The PGA of America and Medinah Country Club on such a prestigious and globally renowned event,” said Mary Scott, general manager of MATTER, Edelman Sports and Entertainment Marketing. “We look forward to tapping into our golf experience, media and industry relationships, as well as our event experience to help ensure a successful tournament.”

About the 2012 Ryder Cup

The Ryder Cup, among the last great professional sporting events where winning, and not prize money, is its own reward, spans 37 competitions over 82 years. The competition was born in 1927, when enterprising English seed merchant Samuel Ryder commissioned the casting of a gold chalice that bears his name. The U.S. Team defeated Great Britain, 9½ to 2½, in the inaugural matches in Worcester, Mass.

Since then, the Ryder Cup has expanded to involve the finest players of Europe. Except for a span (1939-45) during World War II and following the Sept. 11, 2001 attacks upon America, the Ryder Cup has been held biennially with the U.S. and Europe alternating as host.

About the PGA of America

Since 1916, The PGA of America's mission has been twofold: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf.

By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry.

By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf.

About MATTER, Edelman Sports & Entertainment

MATTER, Edelman Sports & Entertainment Marketing is Edelman's full-service entertainment and sports practice with proven success in providing clients strategic and innovative programs that expand business and market share. MATTER has offices in Los Angeles, Chicago and New York and offers expertise in an array of services including Branded Entertainment (Message Integration in TV and Film and Original Digital Content Production and Distribution), Sponsorship, Event Marketing, Celebrity and Athlete Services, Public Relations and Music Programming.

#