



FOR IMMEDIATE RELEASE
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Safeway joins PGA TOUR as title sponsor of Napa tournament
Safeway Open to remain at Silverado Resort and Spa through 2020

PONTE VEDRA BEACH, Fla. and NAPA, Calif. (Oct. 18, 2015) – The PGA TOUR announced today that Safeway is the new title sponsor of the Safeway Open, formerly known as the Frys.com Open. The five-year agreement runs through 2020 with the PGA TOUR event remaining at Silverado Resort and Spa for the duration.

The Safeway Open dates back to 2007, with the event moving from CordeValle Golf Club in San Martin to Silverado Resort and Spa in Napa in 2014. With its present location, the event has become a popular stop for players, their families and fans, a credit to the allure of the Napa Valley and Silverado Resort and Spa. The tournament will continue to bring top PGA TOUR competition to Northern California and further its charitable and economic efforts in the local community, thanks to the long-term commitment of Safeway and World Golf Hall of Fame member Johnny Miller, partner of Silverado Resort and Spa.

“We are delighted to have Safeway involved with the PGA TOUR starting in 2016,” said PGA TOUR Commissioner Tim Finchem. “We have had a tremendous partnership with Albertsons, Safeway’s parent company, on the Web.com Tour, with the Albertsons Boise Open generating more than \$1 million for local charities each of the last nine years. The Safeway Open will have a similar model in place to help build on what is already a well-established event in Napa.

“We’d like to thank John Fry, Kathy Kolder and everyone at Fry’s for their tremendous support as title sponsor of the event since its inception in 2007. Thanks to their involvement, the event has become a pivotal stop in the season-long race for the FedExCup and has raised more than \$6 million for charity in the last eight years.”

“We are honored to partner with the PGA TOUR, Silverado Resort and Spa, the Lagardère Sports events team and the legendary Johnny Miller in staging a first-class event that showcases the beauty of the Napa Valley and world-class golf on the PGA TOUR,” said Robert Miller, chairman and chief executive officer of Albertsons, parent company of Safeway. “With 244 Safeway stores in Northern California, we are committed to making a difference in the lives of others by giving back to local and regional charities in the area through the net proceeds of the tournament. Our five-year commitment as the title sponsor of the Safeway Open gives us the perfect platform to continue to grow our giving in the communities we serve our customers.”

Silverado Resort and Spa hosted the PGA TOUR from 1968-80, producing a prestigious list of winners including Jack Nicklaus (1969), Ben Crenshaw (1980), Tom Watson (1978) and two-time winner and tournament host, Johnny Miller (1974-75). In addition, Silverado was a Champions Tour venue from 1989-2002.

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“This is great news,” said Johnny Miller, the 2014 tournament honoree. “A big thanks to Bob Miller and Safeway for their commitment to keep this wonderful PGA TOUR golf tradition going in Napa. I am thrilled the tournament will remain at Silverado where I lived for many years with my family on the North course and have developed so many special life-long friends and memories.”

About Safeway

Safeway is one of the most well-recognized grocery retail brands in Northern California with a long-standing reputation for quality and service. Safeway is a division of Albertsons which is one of the largest food and drug retailers in the United States, with both a strong local presence and national scale. Albertsons operates stores across 33 states and the District of Columbia under 18 well-known banners including Albertsons, Safeway, Vons, Jewel-Osco, Shaw’s, ACME, Tom Thumb, Randalls, United Supermarkets, Pavilions, Star Market and Carrs.

About PGA TOUR

The PGA TOUR is the world’s premier membership organization for touring professional golfers, co-sanctioning more than 130 tournaments on the PGA TOUR, Champions Tour, Web.com Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR China.

The PGA TOUR’s mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in the communities in which it plays, and provide financial opportunities for TOUR players.

Worldwide, PGA TOUR tournaments are broadcast to more than 1 billion households in 226 countries and territories in 32 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2014, tournaments across all Tours generated a record \$140.5 million for local and national charitable organizations, after surpassing \$2 billion in all-time charitable contributions early in the year.

The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

About Lagardère Sports & Entertainment

A division of the Lagardère Group dedicated to Sports and Entertainment, Lagardère Sports deploys its international expertise in six complementary business lines: Events management; Talent representation; Stadium & Arena operations; Marketing services and brand activation; Media rights production and distribution; and sports academy management. Lagardère Sports has more than 1,300 employees and conducts business in more than 20 countries. Current Lagardère Golf clients include PGA TOUR stars Phil Mickelson, Jordan Spieth, Davis Love III, Luke Donald, and Keegan Bradley. The Lagardère Sports and Entertainment Golf Events Management Division is led by industry veteran Jeff Sanders.

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About Silverado Resort and Spa

A California landmark for more than 140 years, Silverado Resort and Spa began its life as a private estate and was converted into a contemporary resort featuring 380 guest rooms, a 15,500-square foot conference space, two championship golf courses and two signature restaurants. Now owned by World Golf Hall of Fame member and lead NBC analyst Johnny Miller and partners, the resort recently underwent renovations to its North Course, resort rooms and event spaces. Surrounded by Napa Valley's more than 540 wineries, the resort also features a 16,000 square foot spa, 10 swimming pools, 13 tennis courts and other recreational offerings.

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