



*P&G*beauty
NW ARKANSAS
CHAMPIONSHIP
PRESENTED BY JOHN Q. HAMMONS

NEWS RELEASE

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2009 P&G BEAUTY NWARKANSAS CHAMPIONSHIP PROVIDES \$194,000 TO LOCAL CHARITIES *Key Charitable Focus is Women and Children in Need*

ROGERS, AR – The P&G Beauty NW Arkansas Championship presented by John Q. Hammons has announced that more than \$194,000 has been raised this year to benefit local charities. This includes cash contributions totaling \$125,000 to five Northwest Arkansas charities benefiting local women and children in need, and additional funds raised through the tournament's charity ticket program. The third-year LPGA Tour event will take place at Pinnacle Country Club September 7 – 13.

Each of the following charities will receive a \$25,000 cash contribution in connection with this year's LPGA event in Northwest Arkansas:

- Northwest Arkansas Women's Shelter (www.nwawomensshelter.org)
- Peace at Home Women's Shelter (www.peaceathomeshelter.org)
- Northwest Arkansas Children's Shelter (www.nwacs.org)
- Benton County Sunshine School (www.nwabcss.org)
- EOA Children's House (www.childrenshousenwa.org)

In addition to these cash contributions representing \$125,000, for the second year in a row the tournament also provided an opportunity for a broad range of local charities to sell weekly tournament ticket badges to the event, with each badge valued at \$50. The charities are able to keep 100 percent of the ticket proceeds. Currently there are 20 charities throughout Northwest Arkansas selling the weekly badges to benefit the programs of their respective organizations. As part of the charity ticket program, there also is a special matching component to the program which provides an opportunity for the charities to receive dollar-for-dollar matching funds once they reach a threshold level of 50 tickets sold.

As of tournament week, the charity ticket program had raised an additional \$69,100, which along with the five cash contributions represents a charitable impact of more than \$194,000. The charity ticket program



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will continue through the end of the tournament on Sunday, September 13, and local charities also have an opportunity to raise funds through parking and concessions during the tournament, so the event's overall charitable contribution in Northwest Arkansas is likely to be in the \$200,000 range or more, according to Tournament Chairman Jay Allen.

Allen added that eight local charities sold at least 50 weekly badges and qualified for the special matching funds. These charities include:

First Tee of Northwest Arkansas
Pagnozzi Charities
Northwest Arkansas Women's Shelter
Northwest Arkansas Lightning Soccer Club
Big Brothers Big Sisters of Northwest Arkansas
Literacy Council of Benton County
Boys and Girls Club of Benton County
Fayetteville Boys and Girls Club

The funds for the five cash contributions and the charity ticket matching component are made possible by the Walmart Foundation.

"Our LPGA event in Northwest Arkansas is first and foremost an event to benefit this whole community and our quality of life here," Allen said. "The charitable component of our event is a priority for us and we're pleased with the progress we made this year, but we fully expect to build upon and continue to grow our charitable impact in Northwest Arkansas for years to come."

Karen Parker, Walmart Foundation Corporate Giving Manager added, "Events like the LPGA tournament are important as our region continues to grow, and we appreciate the opportunity to work with the tournament in establishing its charitable program in Northwest Arkansas."

For more information on the P&G Beauty NW Arkansas Championship, its charitable beneficiaries and participating charity ticket sellers, please visit www.PGBeautyChampionship.com.

About Procter & Gamble

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pantene®, Olay®, Cover Girl®, Venus®, Pampers®, Tide®, Always®, Herbal Essences®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Charmin®, Downy®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Head & Shoulders®, Gillette®, PUR®, and Braun®. The P&G community consists of 138,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

About the Ladies Professional Golf Association

The LPGA features a membership comprised of world-class LPGA Tour professionals and dedicated Teaching and Club Professionals (T&CP). Today's LPGA Tour features the most talented global group of professional athletes who, in 2009, will



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compete in events in 10 countries. In addition to its dynamic Tour members, 1,200 certified LPGA T&CP members serve the golf industry in teaching, coaching and management positions, and oversee programs aimed at increasing the involvement of women, girls and youth in golf. The LPGA's Vision is to inspire, empower, educate and entertain by showcasing the best golf professionals in the world. Its Mission is to be a leader in the world of sports, to promote economic empowerment for all members, and to serve as role models on and off the course. The LPGA is headquartered in Daytona Beach, Fla. For more information on the LPGA, log on to www.LPGA.com.

About Octagon's Golf Division

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, two LPGA Tour events, one Nationwide Tour event, the 2009 U.S. Amateur 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 Philanthropy at Wal-Mart Stores, Inc.

Wal-Mart Stores, Inc. (NYSE: WMT) and the Walmart Foundation are proud to support the charitable causes that are important to customers and associates in their own neighborhoods. Through its philanthropic programs and partnerships, the Walmart Foundation funds initiatives focused on creating opportunities in education, workforce development, economic opportunity, environmental sustainability, and health and wellness. From February 1, 2008 through January 31 2009, Walmart – and its domestic and international foundations – gave more than \$423 million in cash and in-kind gifts globally. To learn more, visit www.walmartfoundation.org.

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Ed. Note: Wal-Mart Stores, Inc. is the legal trade name of the corporation. The name "Walmart," expressed as one word and without punctuation, is a trademark of the company and is used analogously to describe the company and its stores. Use the trade name when it is necessary to identify the legal entity, such as when reporting financial results, litigation or corporate governance.



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