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CONTACTS: Laura Hill, PGA TOUR, 904.273.7655, laurahill@pgatourhq.com
Todd Rhinehart, Executive Director, PGA TOUR, 404.378.8678, Todd.Rhinehart@pgatourhq.com
Mary Lou Baxter, Hope-Beckham, Inc., 404-604-2605, mbaxter@hopebeckham.com

THE TOUR Championship presented by Coca-Cola to host Collective Soul concert for Friday ticketholders

Atlanta, Ga. – In addition to watching the top 30 players on the FedExCup points list, fans who attend THE TOUR Championship presented by Coca-Cola on Friday, Sept. 24, will be able to stay at the course following play for a special concert performance by Atlanta residents and platinum-selling recording artists Collective Soul as the PGA TOUR Playoffs culminate Sept. 23-26 at East Lake Golf Club.

“THE TOUR Championship presented by Coca-Cola is more than just a golf tournament. It is a community event with social, charitable, business and entertainment functions that span throughout the Atlanta locale,” said Executive Director Todd Rhinehart. “We are thrilled to offer Friday ticketholders the chance to see one of Atlanta’s premier musical groups perform in a rare setting. Collective Soul will provide fans with an unforgettable experience here at East Lake Golf Club.”

The concert will begin at 6:15 p.m. near the No. 6 green at East Lake Golf Club. Friday tournament tickets are still available for purchase. Ticket and event info:

- \$60++ at PGATOUR.COM/tourchampionship (Or only \$50 with a MasterCard® card)
- Tickets also available at metro-area Kroger stores
- MasterCard cardholders will receive special access to a preferred area (limited capacity)
- Sponsors include: Coca-Cola, Southern Company, MasterCard, Mich ULTRA and Mayfield Dairy

“I’m very excited to be a part of this event,” said Collective Soul lead vocalist Ed Roland. “I’ve been an avid golfer and a member on the board of The First Tee Atlanta for years, and it’s an honor to have the opportunity to share my music in such a direct way with the PGA TOUR.”

Collective Soul is a multi-platinum rock band comprised of members Ed Roland, Dean Roland, Will Turpin and Joel Kosche. Hailing from the city of Atlanta, Georgia, Collective Soul shot to international fame with their 1993 release *Hints, Allegations and Things Left Unsaid*, and their mega #1 hit “Shine.” Since then, the band has released 7 successful studio albums, a greatest hits compilation, and a much-loved live DVD of the band performing with the Atlanta Youth Symphony Orchestra. Aside from “Shine”, Collective Soul has topped the US Billboard radio charts with 6 other #1 singles: “December”, “The World I Know”, “Where The River Flows”, “Precious Declaration”, “Listen”, and “Heavy”. During a career that has spanned almost 2 decades, Collective Soul has sold over 10 million albums worldwide, and currently distributes their music through their own record label, El Music Group. In 2008, the band was introduced to a younger generation fans when their song “Tremble For My Beloved” was included in the smash hit movie soundtrack for *Twilight*. Demonstrating their continued relevance and vitality, the band was inducted into the Georgia Music Hall of Fame in 2009.

Atlanta-based agency MELT LLC will produce the concert performance at East Lake Golf Club.

PGA TOUR

112 PGA TOUR Boulevard | Ponte Vedra Beach, FL 32082 | tel 904.273.6000 fax 904.285.0000 web PGATOUR.COM

Together, anything’s possible.



The top-30 players in FedExCup points after the BMW Championship qualify for THE TOUR Championship presented by Coca-Cola, the finale of the PGA TOUR Playoffs for the FedExCup. FedExCup points are reset prior to THE TOUR Championship presented by Coca-Cola, ensuring a real shootout as all 30 players in the field will have a mathematical chance of winning the FedExCup with a victory at the event. THE TOUR Championship is annually contested at Atlanta's renowned East Lake Golf Club, the formative home of the legendary Bobby Jones. In 2009, THE TOUR Championship presented by Coca-Cola made contributions totaling more than \$1 million to charities, which primarily benefit the East Lake Foundation and The First Tee. Since 1998, THE TOUR Championship presented by Coca-Cola has donated more than \$10 million to charity, both locally and nationwide.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

About Southern Company

With 4.4 million customers and more than 42,000 megawatts of generating capacity, Atlanta-based Southern Company (NYSE: SO) is the premier energy company serving the Southeast. A leading U.S. producer of electricity, Southern Company owns electric utilities in four states and a growing competitive generation company, as well as fiber optics and wireless communications. Southern Company brands are known for excellent customer service, high reliability and retail electric prices that are below the national average. Southern Company is consistently listed among the top U.S. electric service providers in customer satisfaction by the American Customer Satisfaction Index (ACSI). Visit our Web site at www.southerncompany.com

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