



Transitions Championship 2010 Tournament Fact Sheet

- What:** The Transitions Championship is a 72-hole official PGA TOUR® event that will include week-long activities reinforcing the connection between healthy sight and an overall healthy lifestyle.
- Schedule:**
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| Sunday, March 14 | "Live Your Vision" Family Walk benefiting Prevent Blindness Florida |
| Monday, March 15 | Celebrity Pro-Am Tournament |
| Tuesday, March 16 | Professional Practice Rounds and Evening Gala-Pairings Party (private) |
| Wednesday, March 17 | Transitions Championship Pro-Am |
| Thursday, March 18 | 1 st Round Transitions Championship |
| Friday, March 19 | 2 nd Round Transitions Championship |
| Saturday, March 20 | 3 rd Round Transitions Championship |
| Sunday, March 21 | Final Round Transitions Championship |
| Monday, March 22 | Monday After Challenge (play the course the pros play) |
- Where:** Innisbrook, a Salamander Golf & Spa Resort, Innisbrook, Fla.
Copperhead Course (Par 71 - 7,340 yards)*
- Who:** There are 144 PGA TOUR golfers in the tournament.
- History:** The inaugural Transitions Championship took place in 2009, with Transitions Optical stepping in as the new title sponsor of the PGA TOUR event. Previously, the tournament was known as the PODS Championship, and before that, the JCPenney Classic for 23 years, which featured mixed teams of PGA TOUR and LPGA pros. Mirroring Transitions Optical's global presence, the tournament has featured champions from all around the world.
- In March 2009, Retief Goosen became the second two-time winner of the tournament with victories in 2003 and 2009. K.J. Choi is the other two-time winner with victories in 2002 and 2006. Sean O'Hair, the youngest competitor ever to triumph on the Copperhead Course, won the tournament in 2008. Other winners include John Huston in 2000, Vijay Singh in 2004, Carl Pettersson in 2005 and Mark Calcavecchia in 2007. There was no tournament in 2001.
- Benefiting:** The Transitions Championship will benefit over 100 local Tampa Bay charities. In the last five years, the tournament has made a charitable contribution of more than \$9 million, bringing total contributions to more than \$24 million in the last 33 years.
- PGA TOUR®:** In addition to prize money, PGA TOUR golfers are competing for FedEx Cup points that will qualify and seed them for the PGA TOUR playoffs – a series of four high-stakes tournaments beginning in August.
- Sponsor:** Transitions® lenses are the #1 recommended photochromic lenses worldwide and the ideal everyday choice for healthy sight. Clear indoors and at night, they automatically darken outdoors as light conditions change to block 100% of UV rays. Founded in 1990 and headquartered in Pinellas Park, Florida, Transitions Optical has more than 1,200 employees worldwide with offices and manufacturing throughout 15 countries.
- Tickets:** Tickets are available at participating Publix Super Markets and also by visiting www.transitionschampionship.com or calling the tournament office at 727-942-5566. Tickets purchased in advance are: \$40 per day (Tuesday – Sunday) and \$95 for a weekly badge. Those 17 and under are FREE all week. Additional tickets and sponsorship packages are available by calling the tournament office.
- Organization:** The tournament is administered by the Copperheads, a volunteer board of distinguished citizens, led by General Chairman, Bob Banks and Tournament Director, Gerald Goodman.

*The Copperhead Course is considered one of the favorite tournament courses by PGA TOUR professionals.

