



## **NEWS**

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**Release Date:**

December 9, 2009

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**WASTE MANAGEMENT BECOMES NEW TITLE SPONSOR OF PGA TOUR'S PHOENIX EVENT**  
**TOURNAMENT RENAMED WASTE MANAGEMENT PHOENIX OPEN**

**Phoenix, Ariz.** – The Thunderbirds and PGA TOUR today announced that Waste Management, Inc. (NYSE: WM), the largest environmental services provider in North America, will be the sole title sponsor of the Waste Management Phoenix Open, the new name for the FBR Open, beginning with the 2010 tournament.

The Waste Management Phoenix Open will be a major platform for showcasing Waste Management's Think Green® solutions. Waste Management, known for its leadership in collection, transportation, disposal and recycling, also provides waste solutions like practical and sustainable renewable energy alternatives, comprehensive sustainability evaluations and new technologies to recover the resource in waste. The tournament is a way to showcase these solutions, which help customers and communities reduce waste while reducing cost and creating positive change for the environment. Waste Management will start implementing these services at the Waste Management Phoenix Open and increase recycling and waste reduction over time.

The PGA TOUR and The Thunderbirds, a prominent Phoenix civic organization and hosts of the Open since 1939, reached the agreement for a six-year partnership with Waste Management, Inc. after a 10-month search for a new title sponsor. Financial terms of the agreement will not be released.

Waste Management replaces FBR, which will continue to be a significant corporate sponsor and supporter of the event.

“We are thrilled to have Waste Management on board as our new title sponsor,” said Thunderbirds Big Chief John Felix. “Our partnership with FBR has been tremendous and we can’t thank them enough for their sponsorship and charitable contributions to this community. Since 2004, when FBR became our tournament’s first title sponsor, we have raised close to \$38 million for local charities, including a PGA TOUR record \$8.6 million following the 2008 tournament. Our new relationship with Waste Management will allow the Thunderbirds to continue our philanthropic efforts in the Phoenix community for years to come.”

“It is our plan to implement our service at the Waste Management Phoenix Open in partnership with the PGA TOUR and the Thunderbirds and eventually turn this major sports event into the greenest tournament on the PGA TOUR. It is our plan to showcase practical reduction and recycling solutions and raise awareness about solutions that fans and communities can incorporate into their businesses and lives,” said David Aardsma, senior vice president of sales and marketing, Waste Management. “We hope the fans will not only come to watch great golf but also get some tips on being green.”

Besides the name change and the world-wide recognition that Waste Management will receive as the title sponsor, Waste Management will also be the primary advertiser on GOLF CHANNEL’s broadcast of the event, which will be distributed to more than 200 countries and 500 million households throughout the world. Waste Management also will receive significant exposure throughout TPC Scottsdale, whose Stadium Course serves as the host of the Waste Management Phoenix Open.

“We couldn’t be more pleased that Waste Management has decided to sponsor the Phoenix Open, which is renowned for the tremendous crowds and support it receives every year,” PGA TOUR Commissioner Tim Finchem said. “We have enjoyed an outstanding partnership with Waste Management through an Official Marketing Partnership and now look forward to working with its team as a title sponsor. I’d also like to acknowledge the outstanding support FBR has provided to The Thunderbirds and the tournament over the past six years, and am pleased that it will continue to support the tournament.”

Waste Management, Inc., based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Through its subsidiaries, the company provides collection, transfer, recycling and resource recovery, and disposal services. It is also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy

facilities in the United States. The company's customers include residential, commercial, industrial, and municipal customers throughout North America.

The tournament host Thunderbirds have raised more than \$65.9 million for charities, with more than \$37.9 million generated since FBR became the tournament's first title sponsor in 2004. The 2010 edition, to be played February 22 - 28, will mark the 75<sup>th</sup> playing of the event, making it one of the five oldest events on the PGA TOUR (not including the major championships).

