



NEWS RELEASE

For Release: Sunday, February 14, 2010
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FRED COUPLES WINS 2010 ACE GROUP CLASSIC

Naples, FL – Fred Couples (68-67-64=199) captured his first title on the Champions Tour by outlasting Tommy Armour III at The ACE Group Classic. Couples shot a bogey-free final round eight-under-par and needed every bit of it to beat Armour III by one stroke. It was his first official event victory since the 2003 Shell Houston Open on the PGA TOUR.

Couples got off to a strong start with five birdies on the front nine, including three to start his round, which built him a six stroke lead over Armour III. As Couples made the turn, Armour III made his own charge, going 10-under over the final 13 holes to tie Couples on the back nine. Armour III finished with a course and tournament record 11-under 61.

“I was cruising along and I birdied the 12th hole, a par 5, and hit a really nice shot on 13 and then I birdied 14,” said Couples. “Then I hit an iron on the 15th green and I looked at the leaderboard and I was tied and seriously was shocked.”

On the 17th hole, Couples hit his approach shot to four feet, setting up a birdie that determined the final margin. He had eight birdies during the round. Couples earned \$240,000 for the victory and 240 Charles Schwab Cup points to take the lead over Tom Watson in the season-long points competition.

It was Couples’ first full field event on the Champions Tour and he brought out golf fans of all ages. Playing in the last group, he reached the par-four 18th hole with standing room only crowds and galleries lining the length of the fairway.

“Well, you know, I was impressed with how many people were out there,” added Couples. “The best thing about the crowds is they’re very supportive, they love golf in Naples and I don’t know how many people were out there but it seemed like there were a lot.”

Armour III, making his Champions Tour debut, had nine birdies and an eagle in his final round. Couples and Armour III were the only two golfers to crack 10-under. Scott Hoch finished third at nine-under, while Bernhard Langer and Mike Goodes tied for fourth at eight-under.

The Quarry proved to be a stern challenge for the Champions Tour golfers over the course of the first two days, but ideal conditions on Sunday led to lower final round scores. The tournament scoring average was 73.05, one stroke over par.

Couples led all players in greens in regulation (49 of 54/90.7%). He and Armour III posted 18 birdies to lead all players in that category for the week.





About The ACE Group of Companies

The ACE Group of Companies is a global leader in insurance and reinsurance serving a diverse group of clients. Headed by ACE Limited, the ACE Group of Companies conducts its business on a worldwide basis with operating subsidiaries in more than 50 countries. Additional information can be found at: www.ancelimited.com.

About Octagon Golf & Outdoors

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, three LPGA Tour events, one Nationwide Tour event and the Toyota Texas Bass Classic. For more information visit www.octagongolf.com.

About the Champions Tour

Collectively, the Champions Tour has the most recognizable and accomplished players in the game with 16 World Golf Hall of Fame members actively competing in its events and numerous other major championship winners among its members. The Champions Tour is a tax-exempt membership organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. The Champions Tour will conduct 26 official Charles Schwab Cup events in 2010 offering \$51.5 million in official prize money, with the average tournament purse of \$1.98 million. The Champions Tour's primary purpose is to provide significant competitive and earnings opportunities for its members, to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world. In addition to providing competitive opportunities for its membership, Champions Tour events generate significant sums of money for charity. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. TOUR headquarters is in Ponte Vedra Beach, Florida. The web site address is www.PGATOUR.com.

About Pulte Homes

Pulte Homes, Inc., based in Bloomfield Hills, Mich., is America's largest home building company with operations in 29 states and the District of Columbia. The Company has an unmatched capacity to meet the needs of all buyer segments through its brand portfolio that includes Pulte Homes, Centex and Del Webb, as well as its regional brands of DiVosta Homes (Florida) and Fox & Jacobs (Texas). Pulte Mortgage LLC is a nationwide lender offering Pulte customers a wide variety of loan products and superior service. Websites: www.pulteinc.com; www.pulte.com; www.centex.com; www.delwebb.com; www.divosta.com; www.foxandjacobs.com.

