



NEWS RELEASE

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CHARITIES RECEIVE \$245,000 FROM THE ACE GROUP CLASSIC

Naples, FL – The 2010 ACE Group Classic may be over, but the tournament will have a year-long impact on the Southwest Florida community. Tournament officials announced that over \$245,000 has been donated to charities in connection with the event. Donations were up over \$10,000 when compared to the 2009 event.

“ACE is proud of its long-term association with The ACE Group Classic and, in turn, the support provided to charitable organizations in Southwest Florida,” said Richard Tallo, Senior Vice President of North America Communications and Marketing for the ACE Group. “Being able to give back to the community is one of the most important aspects of the event.”

“We are ecstatic to be able to increase our donation from last year,” said Tournament Director Jason Camp. “The assistance that we are able to provide has positively affected thousands of people in the area. Making these contributions is the most rewarding part of having a Champions Tour tournament in Southwest Florida.”

Tournament donations benefit thirteen area charities including educational institutions, human service agencies and health organizations working to aid individuals and their communities. The Northside Naples Kiwanis Foundation is the tournament’s host charity. The Education Foundation of Collier County and The First Tee of Naples/Collier County are the other main beneficiaries.

“Northside Naples Kiwanis Foundation is proud to be recognized as the official host charity of The ACE Group Classic and looks forward to a successful and prosperous future for both the tournament and the charitable causes supported by the foundation,” added Steve LeBlanc, The ACE Group Classic project manager for the Northside Naples Kiwanis Club.

“Our third year in partnership with The ACE Group Classic was a tremendous success,” said Cindy Darland, Executive Director of The First Tee of Naples/Collier. “The First Tee of Naples/Collier is grateful for the Tournament’s financial support, in addition to the promotional support of tournament staff and Champions Tour professionals. Their endorsement of our program will make a lasting impact on the youth of Naples.”

Other charities supported by the Tournament include the YMCA of the Palms, Susan G. Komen Southwest Florida chapter, American Red Cross of Collier, Alzheimer’s Support Network, Allie Dowd Foundation, Make-A-Wish Foundation, Big Brothers/Big Sisters of Southwest Florida, Children’s Museum of Naples, Von Leibig Art Center and The First Tee of Philadelphia. The ACE Group Classic has a recognized tradition of charitable donation. In the 23 years that the Champions Tour event has been





in Naples, over \$2.5 million has been donated to various initiatives with the ACE Group of Companies being the title sponsor since 1999.

For more information on The ACE Group Classic visit www.theacegroupclassic.com.

About The ACE Group of Companies

Celebrating 25 years of insuring progress, the ACE Group is a global leader in insurance and reinsurance serving a diverse group of clients. Headed by ACE Limited (NYSE:ACE), the ACE Group 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.

