



FOR IMMEDIATE RELEASE
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COX CLASSIC SIGNS KEY SPONSORSHIPS

OMAHA, Nebraska – The Cox Classic presented by Lexus of Omaha announced today that several key sponsorships have been finalized for the upcoming year.

Cox Communications has agreed to extend their Title Sponsor contract for another two years through the 2011 tournament. Cox Communications first took on a major sponsorship role in 2000 as the Presenting Sponsor. Since 2004, Cox Communications has been the tournament's Title Sponsor and has played a major role in the tournament's growth, charitable contributions and overall impact to the community.

"The Cox Classic is a perfect fit for us because of its positive impact on our community," said Cox Senior VP and General Manager David Blau. "We're excited to be a part of one of Omaha's most popular events that offers great entertainment, supports economic development and provides financial support to local charities."

Also extending their support for the tournament, Champions Run has committed to host the event at their course through 2011 as well. Champions Run has hosted the tournament since its inception in 1996.

First National Bank has extended their sponsorship of the Wednesday Pro-Am for three more years, through 2012.

Many of the other major sponsors are returning for the 2010 tournament. Lexus of Omaha, the tournament's presenting sponsor, is back for this year's event. Lexus became the Presenting Sponsor in 2009. Creighton University College of Business is also back as the sponsor of the Monday Pro-Am.

"Frankly, we cannot run the tournament without all of our sponsors. It is a testament to these organizations that they keep coming back year after year to help support the community and our charities," said Chad Mardesen, Cox Classic tournament director. "They are the reason we have been able to put on such a fantastic tournament, and donate nearly \$2 million to local charities over the years."

The 2010 Cox Classic presented by Lexus of Omaha runs July 29 through August 1 at Champions Run. The tournament attracts more than 100,000 spectators and more than 1,000 volunteers each year and has given more than \$1.7 million to local charities while benefiting the Omaha economy by more than \$9 million each year.