



NEWS

wmphoenixopen.com

Release Date:

December 13, 2011

Media Contact:

Rob Myers (480) 348-7540

WASTE MANAGEMENT PHOENIX OPEN DEBUTS NEW MOBILE APP PRESENTED BY KYOCERA FOR ANDROID AND IPHONE

PHOENIX, Ariz. – The PGA TOUR's Waste Management Phoenix Open debuted a new Waste Management Phoenix Open Mobile App presented by KYOCERA today at the tournament's annual Tee Off Luncheon. The App developed by Scottsdale-based ABN Mobile Inc. is available for free download on both the Android and iPhone mobile devices by accessing the Android Marketplace or iPhone Store.

"We developed Version 1 of this App prior to the 2011 Waste Management Phoenix Open and it was very well received by our patrons," said 2012 Tournament Chairman Alex Clark. "This new App is much improved and is meant to be used by fans at the tournament as the 2012 Open will mark the first time cell phones and other PDA's will be allowed into the tournament."

The new 2012 the Waste Management Phoenix Open Mobile App presented by KYOCERA will feature:

- 16th Hole Caddy Races (description below)
- "Take Me There Navigation" – user can search points of interest on the golf course, including tees, greens, concession stands, restrooms, merchandise areas, and can select "take me there" and a yellow path will be generated that will take the user to that point of interest from his/her current location on course
- Car finder – let's fans know where they parked their car
- Links to Waste Management Phoenix Open social media (Facebook, twitter, four square, website blog)
- TPC Stadium Course Hole descriptions
- Information on Waste Management, the Waste Management Phoenix Open, the Thunderbirds, Coors Light Birds Nest, local weather and more).
- Daily event feature – information and schedule on what's going on every day

(more)

16th Hole Caddy Race Guessing Game

Beginning Wednesday, February 1st during the FBR/Xerox Silver Pro-Am, fans can guess which caddy will step on the green first, for each group that plays the 16th hole. The guessing game rules include:

- Fans can play each day, Wednesday through Sunday
- Prizes will be awarded for top guessers each day, in addition to all days combined
- Fan must select caddy of their choice of group on tee box, by color of their bib, prior to the last player hitting tee shot (once the last player hits tee shot, the game will be locked for that group)
- At the end of each day, the fans with the most correct answers will go into a drawing for prizes
- At the end of all five days, the fans with the most correct answers will go into a separate drawing for prizes

Daily Prizes

- Ten (10) 2013 Waste Management Phoenix Open prize packages (includes 2 Member's Club tickets for the day they won, and two VIP Birds Nest tickets – Wednesday thru Saturday, Sunday winners will receive 4 Member's Club tickets and no Birds Nest tickets)

Overall Prizes

- Ten (10) 2013 Waste Management Phoenix Open prize packages (includes 2 Wednesday tickets to 16th hole Oakley Skybox Suite, 2 VIP Birds Nest tickets and 1 valet parking pass)

Pre-Tournament Sign-up Ticket Sweepstakes

From Tuesday, December 13th through Friday, January 27th fans can sign up to win free Waste Management Phoenix Open tickets through the Mobile App. Fans can sign up in the Caddy Race section of the Mobile App for the random ticket giveaway drawing.

- 1,000 Waste Management Phoenix Open Any Day General Admission tickets will be randomly given away to fans signing up.
- 100 Birds Nest tickets will be randomly given away for each night of the Birds Nest – Wednesday through Saturday.

The 2012 Waste Management Phoenix Open, known as "The Greatest Show on Grass," will be held at the TPC Scottsdale from January 30th to February 5th, 2012. The Waste Management Phoenix Open is the best-attended golf tournament in the world and has gained legendary status for being the most unique stop on the PGA TOUR. The 2012 edition will mark the 77th playing of the event (one of the five oldest events on the PGA TOUR) and the third as the Waste Management Phoenix Open. For more information on the Thunderbirds or the 2012 Waste Management Phoenix Open, call the Thunderbirds office at (602) 870-0163 or visit www.wmphenixopen.com.