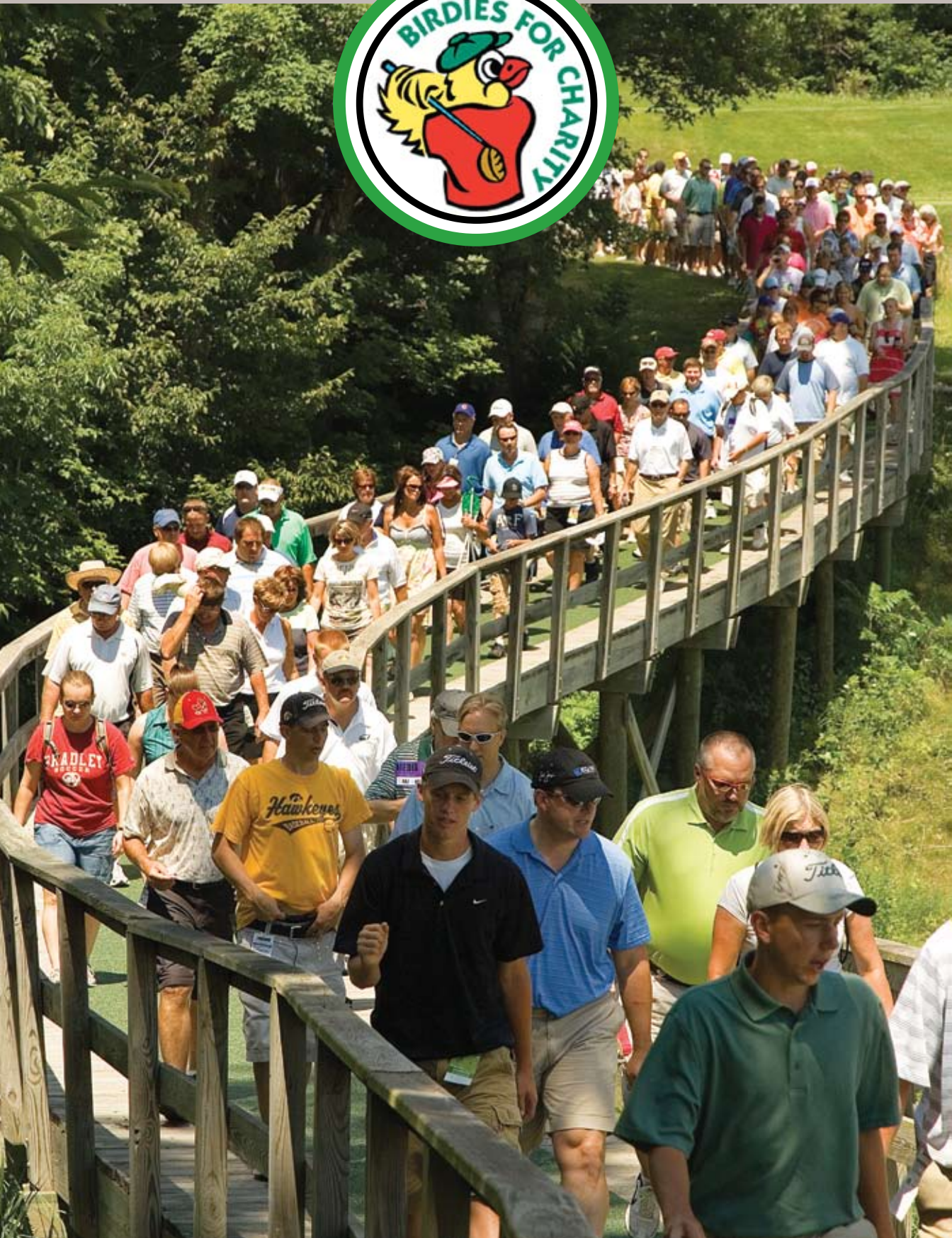


*The John Deere Classic
helped raise \$4.34 million
for 500 area charities*



Birdies for Charity

JOHN DEERE CLASSIC BIRDIES FOR CHARITY PROGRAM

In 2010, the John Deere Classic helped raise \$4.34 million for 500 area charities. That comes to \$11.50 for each of the 377,000 residents of the Quad Cities, easily making the John Deere Classic the highest per capita charitable contributor on the regular PGA TOUR.

“Charities that are the heart and soul of the Quad Cities and surrounding communities stand on the shoulders of John Deere’s commitment to corporate citizenship at its finest,” according to Kristy Ketcham Jackson, director, Birdies for Charity.

Because John Deere pays for the program’s administrative costs, 100 percent of each donation goes to the donor’s designated charity. This year, the tournament also plans to pay each charity a five percent bonus on the amount it raises through Birdies.

“Our goal, as it is every year, is to raise millions of dollars for local charities,” Ketcham Jackson says. “We know we are in a challenging economic environment this year but we are confident that the spirit of generosity that defines the people and businesses of this community will be reflected in this year’s charitable donations.”

Under the Birdies program, donors pledge to their selected charities a minimum of one cent for every birdie recorded during the Wednesday pro-am and the four tournament rounds of the John Deere Classic, including playoffs. At the tournament’s conclusion the total number of birdies is tabulated after which the Birdies office invoices donors. Donors – many of whom designate multiple charities – remit their checks to Birdies officials, who then distribute 100 percent of the donations to the designated charities.

In 2010, the tournament’s eleventh year at TPC Deere Run, 2,010 birdies were recorded, meaning that a donor who pledged one cent per birdie would contribute \$20.10 to each designated charity.

“The PGA TOUR would like to congratulate the John Deere Classic on this remarkable charitable achievement,” said PGA TOUR Commissioner Tim Finchem. “Everyone associated with the event, including Deere & Company and other corporate sponsors, tournament staff and volunteers, and the countless fans who supported the tournament should take a great deal of pride in raising this very significant sum for those in need throughout the Quad Cities. The John Deere Classic has truly taken a leadership position in supporting the TOUR’s mission of giving back in communities in which we play.”

Kristy Ketcham Jackson
Director, Birdies for Charity



The John Deere Classic, which includes Birdies for Charity, is a 501(C)3 non-profit organization located in the John Deere Classic tournament offices at 15623 Coaltown Road, East Moline, Illinois. Since its founding in 1971, the tournament has helped raise \$38 million for charity.