

Editor's note: This is a parody! Better yet, call it a late April Fool's joke.

FOR IMMEDIATE RELEASE

Jan. 21, 2012

AUGUSTA, Ga. – In the ongoing effort to keep up with the ever-changing game, Augusta National Golf Club announced the addition of Titleist as a presenting sponsor for The Pizza Hut Masters.

The new tournament title will be called “The Pizza Hut Masters, Presented by Titleist.”

A member of the GE-AT&T-Halliburton-Fortune Brands family, Titleist will pay a premium for the right to have its name affixed to the tournament. The Fairhaven, Mass.-based company receives its own corporate chalet constructed within the historic “Big Oak.”

Overlooking the ninth green and situated next to the clubhouse, the modified treehouse will include hospitality seating for three. Also, as part of the new agreement, the famed Crow's Nest will now be known as the ProZ1x Lookout.

“We feel this agreement provides us with a wonderful opportunity to help finance this summer's anticipated need to improve the course, particularly if Michelle Wie successfully defends her title,” club Chairman William “Hootie” Johnson said in announcing the arrangement.

“What better company to align ourselves with than a corporation that has meant so much to our course,” Johnson said. “We feel that The Pizza Hut Masters, Presented by Titleist will offer a fine opportunity to showcase their latest product offerings while alleviating some of our debt.”

Chairman Johnson noted that the sponsorship agreement will allow the club to purchase the neighboring Augusta Country Club for \$155 million, a symbolic number because it is the yardage of the soon-to-be-renovated 12th hole.

“Purchasing Augusta Country Club enables the creation of a new 685-yard tee for the par-5 13th hole, while Rae's Creek can be shifted to a new location 55 yards beyond its current locale to strengthen the 12th. The new 200-yard hole should restore eight and nine irons to the players' hands, as Bobby Jones intended,” he said.

The addition of Pizza Hut helped the club

Welcome to the Pizza Hut Masters

BY GEOFF SHACKELFORD



ALSO, AS PART
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finance the newly unveiled Washington Road Tunnel, built so the club could expand its driving range to accommodate golfers' 450-yard drives.

The tunnel also features the Martha Burk Protest Chamber, complete with an air-conditioned gathering spot and high-definition television screens for tournament viewing. This year the Society for the Protection of Bobby Jones's Ideals has booked time in the chamber. For rates and reservations, please contact The Augusta National Golf Club.

During the 2012 Masters, the club will also debut its new 2,650-yard, nine-hole par-3 course, relocated in what was once known as the West Vineland Park neighborhood adjoining the eastern edge of the property.

The par-3 course's move allows for the shift of the Butler and Bobby Jones Cabins to accommodate the new first and 10th hole tees constructed after last year's tournament.

The first and 10th holes will now play 595 yards and 635 yards, respectively, with players on the 10th hole teeing off from a NORAD-inspired subterranean chute that helps make the intersecting holes function better come tournament time.

The Masters became a six-day event in 2010 to accommodate the standard seven-hour round, which was caused by more methodical play on the now 8,500-yard, 6-inch rough-lined course.

Johnson said the boost in sponsorship revenues helped finance the \$400 million par-3 course rebuilding project.

“We feel this consistent income stream will offset future expenditures necessary to help our good friends in the equipment industry continue to demonstrate growth in a marketplace unencumbered by any kind of regulation,” he said.

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