



PRESS RELEASE

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The Outback Steakhouse Pro-Am Teams Up With Ride Ataxia Tampa Bay

Friedreich's Ataxia Research Alliance (FARA) and The Outback Steakhouse Pro-Am Join Together to Raise Funds and Awareness

TAMPA, FL, February 12, 2010- The 2010 Outback Steakhouse Pro-Am partners with FARA to host the first ever Ride Ataxia Tampa Bay on April 13, 2010. TPC Tampa Bay will welcome the start of local cyclists as they enjoy a day of riding along the scenic Suncoast Trail while raising funds and awareness to help cure Freidreich's Ataxia (FA).

"We are happy to have FARA as one of our 2010 benefiting charities," said Amy Hawk, tournament director for the Outback Steakhouse Pro-Am. "Ride Ataxia Tampa Bay is another unique opportunity for us to help create awareness and raise funds for those suffering from this rare disorder. This event will be a great addition to a week of fun-filled events for a great cause at the Outback Steakhouse Pro-Am," Hawk concluded.

"FARA feels fortunate to be working with its dear friends and partners at the Outback Steakhouse Pro-Am on two premier events in Tampa-the 2010 Outback Steakhouse Pro-Am and Ride Ataxia Tampa Bay," said Kyle Bryant, Founder of Ride Ataxia. "We are deeply grateful to the Pro-Am, its sponsors and the people of the Tampa Bay area for supporting these two events. Through these events we are able to continue scientific research that will result in effective treatment to slow, stop, reverse and ultimately cure Friedreich's Ataxia," concluded Bryant.

Kyle Bryant, who has been living with FA since 1998, founded Ride Ataxia in 2007 with a 2,500 mile ride from San Diego, CA to Memphis, TN. Since then, Ride Ataxia has become a national powerhouse traveling 3,500 miles in the past three years, raising invaluable awareness and over \$830,000 in research funds. Through the partnership with the Outback Steakhouse Pro-Am and FARA, Ride Ataxia is now coming to Tampa Bay. The bike race offers 15, 27 and 50 mile course options.

For more information and to register for Ride Ataxia Tampa Bay go to www.rideataxia.org/tampabay. The 2010 Outback Steakhouse Pro-Am will take place the week of April 12-18 at TPC Tampa Bay in Lutz, FL. Tickets are now available to purchase by calling the tournament office at 813-265-GOLF or visiting www.outbackproam.com.

About Friedreich's Ataxia Research Alliance (FARA)

FARA advances research for Friedreich's Ataxia (FA) and is dedicated to curing FA.

Founded in 1998 by FA parents and patients, FARA is a nonprofit, 501(c)(3), whose mission is directing and funding research through a remarkable level of collaboration among the patient, medical and scientific communities. FA is an aggressive neurodegenerative disease that debilitates people of all ages, robbing them of their ability to walk, see, speak and hear and cutting short their life expectancies. Currently, there is no cure or treatment for FA. However, FARA funded research is bringing promising treatments forward fueling confidence in the ability to slow, stop and reverse this disease for patients living with FA today.

About the Outback Steakhouse Pro-Am & Tournament Format

The Outback Steakhouse Pro-Am was the first-ever winner of the inaugural Champions Tour President's Award (2006) that is given to the event that best exemplifies the Champions Tour commitment to presenting its product, charity and involvement in the community.

In its first six years, the Outback Steakhouse Pro-Am Foundation, Inc. has raised over \$3.4 million through corporate sponsorships and other charitable donations. Since its inception 23 years ago, this tournament has contributed over \$8.4 million to Tampa Bay area charities. The 2010 recipients are Friedreich's Ataxia Research Alliance (FARA) and Operation Homefront-Florida.

The Outback Steakhouse Pro-Am Charity Foundation Inc. is a 501(c)(3) not for profit organization founded in October of 2003.

Nick Price won his first ever Champions Tour event at the 2009 Outback Steakhouse Pro-Am.

The 2010 Outback Steakhouse Pro-Am will be played at TPC Tampa Bay in Lutz, FL, April 12-18 will be broadcast on the Golf Channel (Friday, 4/16) and NBC Sports (Saturday, 4/17 and Sunday, 4/18).

About the Champions Tour

The Champions Tour collectively, has the most recognizable and accomplished players in the game with 15 World Golf Hall of Fame Members actively competing in its events and numerous other major championship winners among its members. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. The Champions Tour will feature a minimum of 26 official events offering \$51.4 million in prize money in 2009 and its highest average purse ever of \$1.98 million.

The Champions Tour is a division of the PGA TOUR, Inc., a tax-exempt membership organization of professional golfers age 50 and older and as such operates under the umbrella of the PGA TOUR, which includes the PGA TOUR, Champions Tour and Nationwide Tour.

The Champions Tour's primary purpose as an entity of the PGA TOUR is to provide significant competitive and earnings opportunities for players age 50 and older; 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 also 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.

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