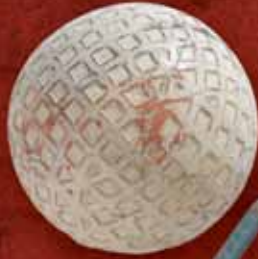


Witness Legendary.



KRAFT NABISCO
CHAMPIONSHIP

1972 • 2011

March 28 ~ April 3, 2011

Mission Hills CC ~ Rancho Mirage, CA



2011 Media Kit



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March 28~April 3, 2011
Mission Hills CC ~ Rancho Mirage, CA

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Fact Sheet

Event:

The Kraft Nabisco Championship, the first “major” tournament of the year on the LPGA Tour, will celebrate its 40th Anniversary in 2011. All 40 years of the tournament have been played on the Dinah Shore Tournament Course at Mission Hills Country Club. Only the men’s Masters at Augusta National has had a longer continuous run of any major tournament at a single venue on either the men’s or women’s professional golf tours.



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Dates:

EVENT: Monday, March 28 – Sunday, April 3, 2011
CELEBRITY PRO-AM: Tuesday, March 29 – Wednesday, March 30, 2011
CHAMPIONSHIP PLAY: Thursday, March 31 – Sunday, April 3, 2011

Site:

Mission Hills Country Club, Rancho Mirage, California
Dinah Shore Tournament Course Par 36-36 – 72 (6,738 yards)

Online Addresses:

www.KNCgolf.com
www.Facebook.com/KNCgolf
www.Twitter.com/KNCgolf

Sponsor:

Kraft Foods Global Inc.

Tournament Chairman:

David Blake-Thomas

Tournament Director:

Gabe Codding

Purse:

\$2 million
(Winner’s share: \$300,000)

2010 Champion:

Yani Tseng 69-71-67-68 – 275

Player Field:

The 2011 Kraft Nabisco Championship will draw an elite field of professional and amateur women golfers from the United States and around the world. Expected to compete are defending champion Yani Tseng, in addition to Brittany Lincicome, Jiyai Shin, Michelle Wie, Morgan Pressel, Suzann Pettersen, Cristie Kerr, Ai Miyazato, Karrie Webb, Paula Creamer, Natalie Gulbis and other top players.



Media Contact:

Donna Hahn, Hahn Communications ☎ 949.458.3983

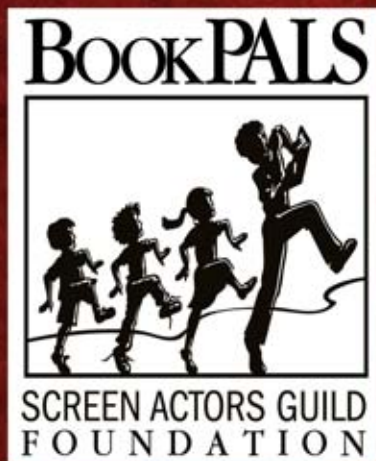
Charitable Giving

For 40 years, the Kraft Nabisco Championship has stood for world-class golf, top celebrities and entertainment, and one of the most thrilling finishes in all of sports.

But once the tournament is over and the players, celebrities, sponsors and fans move on to their next event, the year-round work of the Kraft Nabisco Championship resumes. Since its earliest beginnings, the Kraft Nabisco Championship has operated one of the most successful community relations and corporate giving programs on the LPGA Tour. This year, the Kraft Nabisco Championship is proud to present the following charitable programs for its 40th Anniversary:



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Screen Actors Guild Foundation / Children's Literacy Initiative

The Kraft Nabisco Championship has partnered with the Screen Actors Guild Foundation to support the Foundation's Children's Literacy Initiative, a worldwide effort contributing to the advancement of literacy. Kraft Nabisco Championship will sponsor a series of events as part of an overall literacy campaign in the Coachella Valley through the SAG Foundation's BookPALS (*Performing Artists for Literacy in Schools*) program. All proceeds from ticket sales at these events will be donated to the Children's Literacy Initiative.

Kraft Nabisco and the SAG Foundation will also join forces to bring more than 50 celebrities to the tournament's two-day Celebrity Pro-Am during Tournament Week on Tuesday, March 29, and Wednesday, March 30.

Integrated Wealth Management TICKETS Fore CHARITY™

Building on the success of its inaugural year, the Kraft Nabisco Championship will once again feature the Integrated Wealth Management TICKETS Fore CHARITY™ program.

Golf fans can attend one of professional golf's most elite events and raise funds for their favorite charity by purchasing tickets to the tournament. The Kraft Nabisco Championship will donate 100 percent of the proceeds from advance ticket sales to the non-profit organization designated by the ticket purchaser. In its first year, the Kraft Nabisco Championship TICKETS Fore CHARITY™ program raised more than \$150,000 for more than 90 desert charities.



History of the Kraft Nabisco Championship

- 2010:** **WINNER** — Yani Tseng (69-71-67-68 — 275). Heading into Sunday, Tseng and Suzann Pettersen trailed Karen Stupples by one stroke. Tseng started out well in the final round, finishing with an eagle on the 2nd hole and a birdie on the third to gain the lead at 12 under. She went on to birdie both the 8th and 10th holes to build a comfortable lead. Pettersen made a late comeback attempt but came up just short after missing an eagle opportunity on the 18th hole, which solidified Tseng's victory. Pettersen tied Annika Sorenstam's record for the most second place finishes at the Kraft Nabisco Championship, finishing as runner up in 2007, 2008 and 2010.
- 2009:** **WINNER** — Brittany Lincicome (66-74-70-69 — 279). After an opening round of 66, Lincicome struggled with strong winds on Friday, finishing the day with a 74. She recovered by shooting a 70 on Saturday, and on Sunday eagled the 18th hole to win the 38th annual Kraft Nabisco Championship. It was the first time any player — man or woman — has eagled the 72nd hole of a major championship to win by one shot. Lincicome never led in the final round until the winning putt, completing the day with a round of 69 and finishing the tournament at nine under. Kristy McPherson and Cristie Kerr tied for second at 8 under.
- 2008:** **WINNER** — Lorena Ochoa (68-71-71-67 — 277). Coming off a victory at the Safeway International in Arizona, Lorena Ochoa became the first player since Annika Sorenstam in 2005 to win a major after taking home the trophy the week before. Ochoa birdied the first two holes on the final round Sunday at Mission Hills Country Club and never looked back, shooting a 67 to finish 11 under par. Ochoa began the final day at 6 under, one stroke ahead of Hee-Won Han. After opening with two birdies, Ochoa added three more birds at the 8th, 9th and 10th holes. She finished five strokes ahead of Annika Sorenstam and Suzann Pettersen, who both finished at 6 under. The 2008 Kraft Nabisco Championship was Ochoa's second consecutive victory at a major, having won the RICOH Women's British Open in 2007.
- 2007:** **WINNER** — Morgan Pressel (74-72-70-69 — 285). LPGA history was made at the 2007 Kraft Nabisco Championship when 18-year-old Morgan Pressel became the youngest player to win a women's major. Pressel scored a 69 for the final round on Sunday and was 3 under for the tournament, finishing one shot ahead of Catriona Matthew, Brittany Lincicome and Suzann Pettersen. Pettersen went into the final round at 6 under and held onto a three-stroke lead until a bogey on the 15th hole, a double-bogey on the 16th, and a bogey on the 17th gave Pressel the win and her first LPGA victory.
- 2006:** **WINNER** — Karrie Webb (70-68-76-65 — 279). Karrie Webb won in sudden death on Sunday to mark a dramatic conclusion to the final round of the 2006 Kraft Nabisco Championship. For the complete four rounds, Webb shot 70-68-76-65 — 279 to secure the largest, come-from-behind win in tournament history. The win marks the Aussie's 7th major, 31st win and the second time she's taken the leap into Champions Lake. Her first victory at the Kraft Nabisco Championship was back in 2000 when she shot a 67-70-67-70 — 274 in a wire-to-wire victory. That win came much easier than this year's, as her 10-stroke lead over Dottie Pepper was the largest margin of victory in the tournament's history.

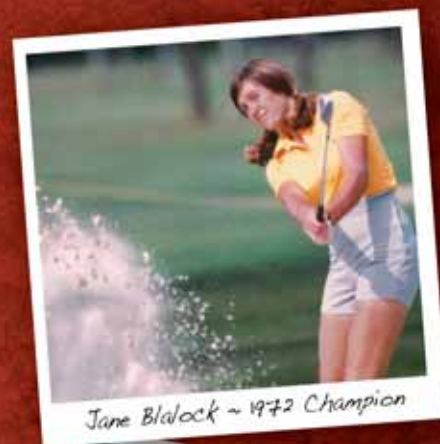
For a Complete List of Historical Winners Through 1972, Visit www.KNCgolf.com.

Year-by-Year Winners



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Year	Winner	Score	Runner-Up	Score
2010	Yani Tseng	275	Suzann Pettersen	276
2009	Brittany Lincicome	279	Cristie Kerr Kristy McPherson	280 280
2008	Lorena Ochoa	277	Suzann Pettersen Annika Sorenstam	282 282
2007	Morgan Pressel	285	Catriona Matthew Brittany Lincicome Suzann Pettersen	286 286 286
2006	Karrie Webb	279 (a)	Lorena Ochoa	279
2005	Annika Sorenstam	273	Rosie Jones	281
2004	Grace Park	277	Aree Song	278
2003	Patricia Meunier-Lebouc	281	Annika Sorenstam	282
2002	Annika Sorenstam	280	Liselotte Neumann	281
2001	Annika Sorenstam	281	Karrie Webb	284
2000	Karrie Webb	274	Dottie Pepper	284
1999	Dottie Pepper	269	Meg Mallon	275
1998	Pat Hurst	281	Helen Dobson	282
1997	Betsy King	276	Kris Tschetter	278
1996	Patty Sheehan	281	Kelly Robbins Meg Mallon Annika Sorenstam	282 282 282
1995	Nanci Bowen	285	Susie Redman	286
1994	Donna Andrews	276	Laura Davies	277a
1993	Helen Alfredsson	284	Amy Benz Betsy King Tina Barrett	286 286 286
1992	Dottie Mochrie	279 (b)	Juli Inkster	279
1991	Amy Alcott	273	Dottie Mochrie	281
1990	Betsy King	283	Shirley Furlong Kathy Postlewait	285 285



Year-by-Year Winners

Year	Winner	Score	Runner-Up	Score
1989	Juli Inkster	279	Tammie Green	284
			JoAnne Carner	284
1988	Amy Alcott	274	Colleen Walker	276
1987	Betsy King	283 (c)	Patty Sheehan	283
1986	Pat Bradley	280	Val Skinner	282
1985	Alice Miller	275	Jan Stephenson	278
1984	Juli Inkster	280 (d)	Pat Bradley	280
1983	Amy Alcott	282	Beth Daniel	284
			Kathy Whitworth	284
1982	Sally Little	278	Hollis Stacy	281
			Sandra Haynie	281
1981	Nancy Lopez	277	Carolyn Hill	279
1980	Donna Caponi	275	Amy Alcott	277
1979	Sandra Post	276	Nancy Lopez	277
1978	Sandra Post	283 (e)	Penny Pulz	283
1977	Kathy Whitworth	289	JoAnne Carner	290
			Sally Little	290
1976	Judy Rankin	285	Betty Burfeindt	288
1975	Sandra Palmer	283	Kathy McMullen	284
1974	Jo Ann Prentice	289 (f)	Jane Blalock	289
			Sandra Haynie	289
1973	Mickey Wright	284	Joyce Kazmierski	286
1972	Jane Blalock	213 (g)	Carol Mann	216
			Judy Rankin	216

FOOTNOTES:

- (a) Webb won playoff with a birdie on the first extra hole (#18)
- (b) Mochrie won playoff with par on first extra hole (#10)
- (c) King won playoff with par on second extra hole (#16)
- (d) Inkster won playoff with a par on first extra hole (#15)
- (e) Post won playoff with a par on second extra hole (#16)
- (f) Prentice won playoff with birdie on fourth extra hole (#17)
- (g) 54-hole tournament

- * Colgate Dinah Shore: 1972-1981
- Nabisco Dinah Shore: 1982-1999
- Nabisco Championship: 2000-2001
- Kraft Nabisco Championship: 2002 – Current



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All-Time Money Winners

Player/Rank	Earnings	Starts	Top 10s	Top 5s	Best Finish
1. Annika Sorenstam**	1,286,979	14	10	6	1 st (2001, 02, 05)
2. Karrie Webb	1,019,382	15	10	7	1 st (2000, 06)
3. Lorena Ochoa	799,786	8	6	4	1 st (2008)
4. Dottie Pepper	631,987	16	7	5	1 st (1992, 99)
5. Cristie Kerr	588,638	12	5	5	T2 (2009)
6. Suzann Pettersen	586,092	6	4	4	2 nd (2010)
7. Juli Inkster	552,230	26	7	5	1 st (1984, 89)
8. Rosie Jones	489,856	20	8	4	2 nd (2005)
9. Betsy King	485,260	28	7	6	1 st (1987, 90, 97)
10. Brittany Lincicome	463,249	4	2	2	1 st (2009)
11. Laura Davies	428,845	25	4	4	2 nd (1994)
12. Meg Mallon	408,036	20	5	4	2 nd (1999)
13. Grace Park	402,567	14	4	2	1 st (2004)
14. Morgan Pressel	374,812	5	1	1	1 st (2007)
15. Catriona Matthew	360,398	12	4	3	T2 (2007)
16. Pat Hurst	360,064	17	4	1	1 st (1998)
17. Amy Alcott	352,016	25	7	6	1 st (1983, 88, 91)
18. Yani Tseng	345,048	3	1	1	1 st (2010)
19. Patty Sheehan	339,833	25	7	4	1 st (1996)
20. Helen Alfredsson	338,913	18	4	2	1 st (1993)
21. Pat Bradley	330,473	28	11	6	1 st (1986)
22. Liselotte Neumann	314,069	21	3	2	2 nd (2002)
23. Beth Daniel	311,883	28	9	4	2 nd (1983)
24. Brandie Burton	271,113	16	6	3	T3 (1992, 95)
25. Nancy Lopez	265,226	28	9	4	1 st (1981)

*Colgate Dinah Shore: 1972 - 1981 Nabisco Dinah Shore: 1982 - 1999
 Nabisco Championship: 2000 - 2001 Kraft Nabisco Championship: 2002 - Current

**First player to earn \$1 million or more at the Kraft Nabisco Championship.



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Professional Player Records

Lowest 72-hole score	Dottie Pepper	269	(1999)
Lowest 54-hole score	Amy Alcott	203	(1988)
	Dottie Pepper	203	(1999)
Lowest 36-hole score	Lorena Ochoa	133	(2006)
Lowest 18-hole score	Lorena Ochoa	62	(2006)
Lowest 9-hole score	Sandra Palmer	30	(1980)
	Chie Arimura	30	(2010)
Best 1 st round score	Lorena Ochoa	62	(2006)
Best 2 nd round score	Amy Alcott	65	(1980)
	Hollis Stacy	65	(1982)
	Colleen Walker	65	(1988)
Best 3 rd round score	Beth Daniel	65	(1984)
Best 4 th round score	Mary Beth Zimmerman	63	(1997)
Lowest Start by Winner	Sandra Post	65	(1978)
Highest Start by Winner	Kathy Whitworth	76	(1977)
	Sally Little	76	(1982)
Lowest Finish by Winner	Nancy Lopez	64	(1981)
	Sally Little	64	(1982)
Highest Finish by Winner	Betsy King	75	(1990)
Most Victories	Amy Alcott	3	(1983, 88, 91)
	Betsy King	3	(1987, 90, 97)
	Annika Sorenstam	3	(2001, 02, 05)
Most In-Money Finishes	Sandra Palmer	25	(1972, 96)
Most Top Ten Finishes	Pat Bradley	11	
Most Top Five Finishes	Karrie Webb	7	
Largest Margin Of Victory	Karrie Webb	10	(2000)
Oldest Winner	Jo Ann Prentice	42	(1974)
Youngest Winner	Morgan Pressel	18	(2007)

- 18 years old, 10 months, 9 days

Holes In One (total: 22)	
Sandra Post	1972
Sandra Haynie	1976
Jo Ann Prentice	1976
Susie McAllister & Gail Toushin	1981
Mary Mills	1983
Val Skinner	1984
Jo Ann Prentice	1985
Janet Anderson	1986
Lisa Walters	1988
Muffin Spencer-Devlin	1989
Ayako Okamoto	1990
Lori Garbacz	1991
Pam Wright	1993
Alice Ritzman	1994
Liselotte Neumann	1996
Helen Alfredsson	1999
Karrie Webb	2000
Dottie Pepper	2001
Lorie Kane	2002
Karrie Webb	2008
Michele Redman	2009

*Colgate Dinah Shore:	1972 - 1981
Nabisco Dinah Shore:	1982 - 1999
Nabisco Championship:	2000 - 2001
Kraft Nabisco Championship:	2002 - Current

Amateur Player Records

Record	Name	Score	Finish	Year
Lowest 72-hole score	Michelle Wie	281 (-7)	4	2004
	Caroline Keggi	281 (-7)	4	1988
Lowest 54-hole score	Michelle Wie	210 (-6)	4	2004
Lowest 36-hole score	Michelle Wie	141 (-3)	4	2004
	Angela Park	141 (-3)	T15	2006
Best 1st round score	Angela Park	68 (-4)	T15	2006
Best 2nd round score	Lorena Ochoa	69 (-3)	8	2002
Best 3rd round score	Caroline Keggi	**66 (-6)	4	1988
	Michelle Wie	**66 (-6)	T9	2003
Best 4th round score	Marisa Baena	69 (-3)	T23	1997
Highest finish within the cut	Meredith Duncan	307 (+19)	73	2002
	Esther Choe	307 (+19)	T69	2007



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Oldest Amateur

Caryn Wilson 37 (37 yrs, 12 days) 1998

Youngest Amateur

Michelle Wie 13 (13 yrs, 5 mos, 17 days) 2003

Most appearances:

Grace Park (1995, 1997, 1998, 1999)

Aree Song (2000, 2001, 2002, 2003)

Naree Song (2000, 2001, 2002, 2003)

(formerly Wongluekiet)



* Colgate Dinah Shore: 1972-1981

Nabisco Championship: 2000-2001

Nabisco Dinah Shore: 1982-1999

Kraft Nabisco Championship: 2002 - Current

**Lowest round by an amateur at the Kraft Nabisco Championship, as well as in any LPGA major championship (along with Carol Semple Thompson during the first round of the 1994 U.S. Women's Open).

Amateur note: Records reflect statistics dating back to 1983.

Tournament Milestones

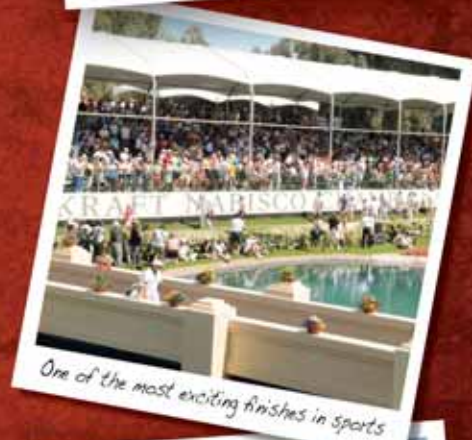
- 1972** The first tournament, which consisted of 54 holes, is played on the Old Course at Mission Hills Country Club and won by Jane Blalock.
- 1982** Nabisco assumes sponsorship of the tournament from Colgate-Palmolive Co. The Nabisco event is also the first LPGA tournament to have all four rounds broadcast on national television. ABC carries the premiere broadcast.
- 1983** The LPGA designates the Nabisco a major championship tournament on the Tour.
- 1985** The Patty Berg award is presented to Dinah Shore by the LPGA's board of directors for her outstanding contributions to women's golf.
- 1988** Amy Alcott makes her first big splash at the 18th green when she captures her second Nabisco tournament title.
- 1991** Dinah Shore joins three-time winner Alcott for her celebratory swim, thus launching the "Swim at the Shore" winner's tradition.
- 1994** Dinah is inducted as the first and, to date, only honorary member of the prestigious LPGA Hall of Fame. (She passed away in February 1994.) Champion Donna Andrews also makes a splash at the 18th green to honor Dinah and continue the tradition.
- 1995** The Dinah Shore Wall of Champions is dedicated to honor Dinah and the tournament's past champions.
- 1996** Nabisco celebrates a "Quarter Century of Champions" at its 25th Anniversary tournament.
- 1997** Nabisco welcomes LPGA Hall of Famer Betsy King into the exclusive three-time champions club. King starts the final day tied with Kelly Robbins, but emerges victorious. Amy Alcott is the only other member of the club.



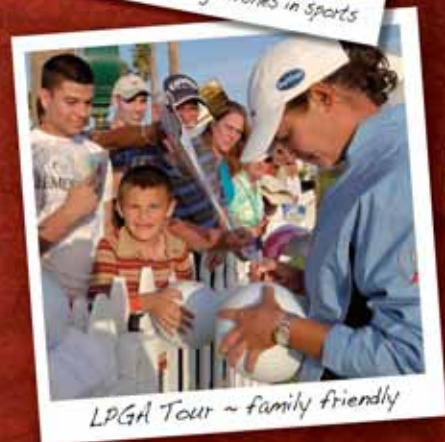
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Dinah Shore ~ the First Lady of Golf



One of the most exciting finishes in sports



LPGA Tour ~ family friendly



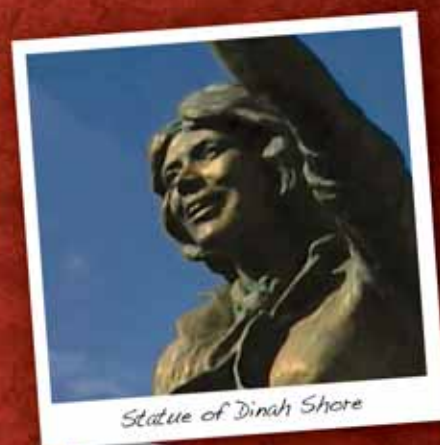
Tournament Milestones (CONTINUED)

- 2000 Nabisco announces a new name for the tournament, the Nabisco Championship, and increases the purse by \$250,000. Nabisco also unveils the Dinah Shore statue located along the 18th green at Mission Hills Country Club. The bronze statue serves as the focal point for Dinah's Walk of Champions.
- 2001 Nabisco raises the purse for the second consecutive year to \$1.5 million, an increase of \$250,000 from the previous year.
- 2002 The tournament is renamed the Kraft Nabisco Championship, reflecting the acquisition of Nabisco by Kraft Foods in December 2000.
- 2003 Kraft Nabisco Championship raises its purse to \$1.6 million, an increase of \$100,000 from the 2002 tournament. This latest increase represents an overall raise of \$600,000 over the past four years. In addition, the tournament revises its criteria for player eligibility.
- 2004 Kraft Nabisco Championship increases the purse to \$1.8 million.
- 2005 Annika Sorenstam wins her third KNC title and joins Amy Alcott and Betsy King in the three-time champions club.
- 2006 The Kraft Nabisco Championship celebrates its 35th Anniversary, and introduces "Poppie's Pond" at Champions Lake at the 18th green. The tournament also moves to CBS Sports for its Sunday broadcast after 15 years on ABC Sports.
- 2007 Kraft Nabisco Championship raises the purse again to \$2 million, reflecting the continued growth of women's professional golf and the overall increase in prize money on the LPGA Tour.
- 2009 The Kraft Nabisco Championship offers paid playing spots in the Celebrity Pro-Am to the general public for the first time in its 38-year history.
- 2010 The Kraft Nabisco Championship debuts its new Integrated Wealth Management **TICKETS Fore CHARITY™** program in which 100 percent of the proceeds from all advance ticket sales are donated to charity.

* Colgate Dinah Shore:	1972-1981
Nabisco Dinah Shore:	1982-1999
Nabisco Championship:	2000-2001
Kraft Nabisco Championship:	2002 — Current



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Statue of Dinah Shore



Pro-am opened up to the public



\$150,000 to charity in 2010

The Ladies of the Lake

Here's a History of the Dives, Leaps, Cannonballs and Wade-ins at the Kraft Nabisco Championship Over the Years:

- 1988 The splash heard 'round the world: Overcome by excitement, Amy Alcott tells caddie Bill Kurre to "let it rip." They test the waters for the first time.
- 1989 Inkster does not dive. The tradition has not yet caught on.
- 1990 Betsy King wins for second time, but doesn't dive in.
- 1991 Alcott, Dinah and caddie Kurre take the most famous leap of all.
- 1992 Dottie Mochrie wins in a playoff at the lake-less 10th hole. No dive.
- 1993 Helen Alfredsson wins but doesn't take the leap.
- 1994 Donna Andrews, before back problems, takes a leap in Dinah's memory.
- 1995 Nanci Bowen, a surprising and joyous winner, takes a leap into the lake.
- 1996 Hall of Famer Patty Sheehan cartwheels her way into the water.
- 1997 Hall of Famer Betsy King finds third time is a charm and joins the dive team.
- 1998 Non-swimmer Pat Hurst wades in, drives the crowd wild.
- 1999 Dottie Pepper gets most hang time with dive following incredible victory.
- 2000 Karrie Webb makes her Australian homeland proud with an Olympic-quality dive "down under."
- 2001 Annika Sorenstam leaps into the lake just nine days after walking on water by shooting the first 59 in LPGA Tour history.
- 2002 Sorenstam celebrates the tournament's first back-to-back victories since Sandra Post in 1978 and 1979 by wading into the lake with Reilly McNamara, daughter of caddie Terry McNamara.
- 2003 Patricia Meunier-Lebouc takes a French dip after foiling Sorenstam's attempt to three-peat.
- 2004 Grace Park turns the 18th green into Grace-land and takes a stylish swim in the lake.
- 2005 Annika Sorenstam goes for her third "SorenSwim," this time making it adults only. She dives in with her sister, Charlotta, mother, Gunilla, and caddie Terry McNamara.
- 2006 Karrie Webb celebrates her Webb-feat with a double cannonball with caddie Mike Paterson. Karrie is also the first Kraft Nabisco winner to test the waters of **Poppie's Pond** in Champions Lake at 18.
- 2007 Just ten months after graduating from high school, Morgan Pressel takes the victory plunge at age 18 with grandmother Evelyn Krickstein and caddie Jon Yarbrough.
- 2008 Con amigos y familia, Lorena Ochoa celebrates her second consecutive major win with a live mariachi band and the largest pool party yet.
- 2009 An avid fisherman, Brittany Lincicome reels in the big one with her first major tournament victory.
- 2010 A non-swimmer, Yani Tseng flashes her famous smile while taking a "leap of faith" into **Poppie's Pond**. She was still smiling a short time later when a 7.2 earthquake interrupted her victory press conference in the Media Center.



Poppie's Pond



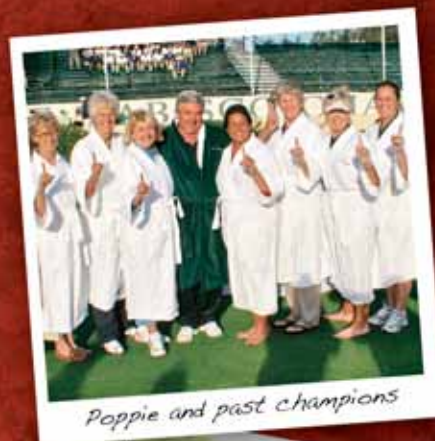
Poppie's Pond is named in honor of Terry Wilcox, the longtime Tournament Director for the Kraft Nabisco Championship who retired in 2008. The concrete-lined pool is part of Champions Lake which surrounds the 18th (finishing) hole of the LPGA major. Wilcox is known as "Poppie" to his seven grandchildren. The first champion to jump into **Poppie's Pond** to celebrate her victory was Karrie Webb in 2006.

Poppie's Pond is 5½ feet deep at the center and extends about 60 feet on either side of the bridge used by golfers to reach the island green. The pond is maintained to a swimming pool level with a continuously-replenished supply of fresh water, and is easily drainable and refillable to ensure high-quality water. Because the pond is self-contained within the lake, golf course maintenance crews are able to use chlorine without impacting the lake's fish or birdlife. As a result, the Kraft Nabisco Championship tournament winners do not have to worry about the quality of the water when they take the dive.

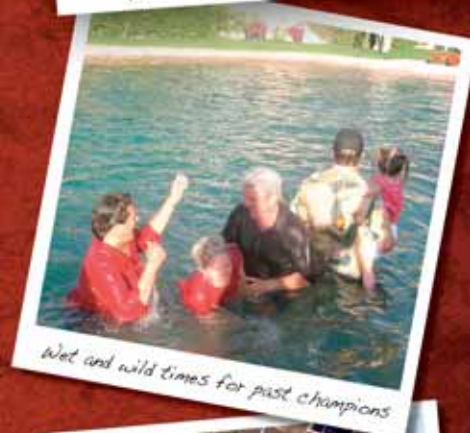
A statue of Dinah Shore near the 18th green bridge serves as the focal point for Dinah's Walk of Champions along the lake. The statue and Walk of Champions were unveiled and dedicated to the legendary tournament hostess in 2000.

40th
KRAFT NABISCO
CHAMPIONSHIP
1972 • 2011

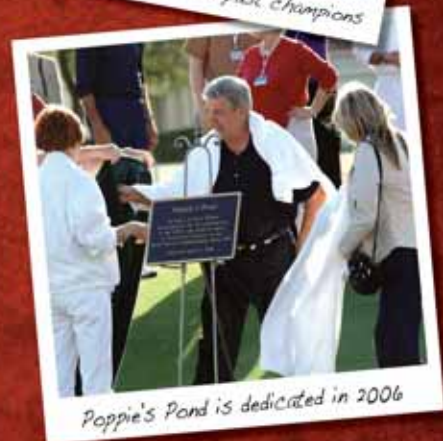
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Poppie and past champions



Wet and wild times for past champions



Poppie's Pond is dedicated in 2006

The Dinah Shore Trophy

History of the Trophy

The official name of the trophy is “The Dinah Shore Trophy.” The trophy is named in honor of television, film and recording star Dinah Shore, who was probably the single greatest influence in helping the Ladies Professional Golf Association achieve the prestige it enjoys today. Dinah was the first, and to date the only, honorary member to be inducted into the prestigious LPGA Hall of Fame.

The trophy was designed and crafted in the early 1980’s under the direction of then Tournament Director, Dave Marr, and was originally called the “Nabisco Dinah Shore Trophy.” Crafted by Greene Silversmiths, the English partner of ProLine Golf of Spring, Texas, the trophy took approximately six months to create and cost more than \$25,000.

Dinah Shore presented the trophy to the winner of the tournament each year until her death in 1994. Since her passing, the trophy has been presented by tournament officials, with a few notable exceptions. Former President George H.W. Bush presented the trophy in 2004 with Dinah Shore’s daughter, Melissa Montgomery, presenting it on several other occasions.

The trophy was returned to the English designer in 2002 when the name of the tournament was changed to Kraft Nabisco Championship. The name “Nabisco Dinah Shore Trophy” was replaced with the new name and logo and the words “The Dinah Shore Trophy.” The trophy was damaged on the trip back across the Atlantic and was sent out for repairs to an American silversmith after the 2003 tournament.

Trophy Specs

Made of 100 percent sterling silver, the trophy is approximately 18 inches high and weighs roughly 25 pounds. The trophy is displayed in the clubhouse at Mission Hills Country Club in Rancho Mirage, Calif., and an exact, miniature replica crafted of 100 percent sterling silver is presented to the winner each year. It takes about 30-45 days to create the replica.

Hall of Fame Members Who Have Won the Trophy

- Mickey Wright
- Nancy Lopez
- Patty Sheehan
- Amy Alcott
- Judy Rankin
- Annika Sorenstam
- Kathy Whitworth
- Pat Bradley
- Betsy King
- Juli Inkster
- Donna Caponi
- Karrie Webb



Yani Tseng's 2010 Victory



The approach

Taiwan's Yani Tseng won her second LPGA major with a final round of 68 on the Dinah Shore Tournament Course at Mission Hills Country Club in Rancho Mirage, Calif., on Sunday. Tseng finished with a cumulative score of 275 (69-71-67-68) to win the 39th annual Kraft Nabisco Championship at 13 under par.

Norway's Suzann Pettersen finished second overall at 12 under par, while South Korea's Song-Hee Kim placed third at 9 under par. Pettersen tied Annika Sorenstam's record for

the most second place finishes at the Kraft Nabisco Championship, finishing as runner up in 2007, 2008 and 2010. Lorena Ochoa, the 2008 Kraft Nabisco Champion, finished fourth at 6 under par.

Heading into Sunday, Tseng and Pettersen trailed Karen Stupples (-10) by one stroke. Tseng started out well in the final round, finishing with an eagle on the 2nd hole and a birdie on the 3rd to gain the lead at 12 under. Tseng went on to birdie both the 8th and 10th holes to build a comfortable lead. Pettersen made a late comeback attempt but came up just a bit short after missing an eagle opportunity on the 18th hole, which solidified Tseng's \$300,000 winner's check.

"I'm still very excited right now and I played very solid today," Tseng said after Sunday's final round. "I had an eagle on the second hole, and I knew today was going to be my day."

Stupples, who finished below 70 (69-69-68) in the first three rounds, struggled to find her form on Sunday, finishing with a 78.

Twenty-year-old Jennifer Song, who holds dual citizenships in the United States and Korea, was the top amateur of the tournament, finishing at 1 under par.

Tseng celebrated the victory by way of the ceremonial jump into Poppie's Pond with her mother, caddie and three other close friends. The Poppie's Pond traditional jump began in 1988 after Amy Alcott leapt into the lake after her victory.

The Kraft Nabisco Championship was Tseng's third overall title on the LPGA Tour, and the first of three victories in 2010. She went on to win the RICOH Women's British Open last summer and the P&G NW Arkansas Championship Presented by Walmart in September. Her previous LPGA victories include the McDonalds LPGA Championship in 2008 and the 2009 LPGA Coming Classic.



Yani Tseng ~ 2010 Champion



The walk to the 18th green



The traditional victory leap in the lake

Player Eligibility

There are Two Categories of Qualification:

1. Automatic Qualification

- a. LPGA Tour Hall of Fame members
- b. Winners of LPGA Tour events at which prize money is considered official for purposes of the 2006-2011 LPGA Official Money Lists
- c. All past winners of the Kraft Nabisco Championship
- d. All members who have finished in the Top 5 of the 2010 US Women's Open, 2010 Wegmans LPGA Championship, and the 2010 Ricoh Women's British Open
- e. Players with status in Category 1 of the 2011 LPGA Priority List (i.e. Top 80 on the LPGA Official Money List at the end of the last official LPGA tournament of the previous year and all players with status in that category by way of a medical exemption for the 2010 season)
- f. LPGA members finishing in the Top 5 of the 2011 RR Donnelly LPGA Founders Cup
- g. LPGA members finishing in the Top 10 of the Standard Eligibility tournament immediately preceding the Kraft Nabisco Championship (2011 Kia Classic)
- h. All members who finished in, or tied for, the 20th position in 2010 Kraft Nabisco Championship
- i. 2010 Louise Suggs Rolex Rookie of the Year
- j. Top three (3) players in the Rolex Women's World Rankings as of March 1, 2011, not otherwise qualified through 1.a-i
- k. The 2010 US Women's Amateur Champion, provided she is still an amateur at the beginning of tournament competition
- l. Any LPGA Tour member who did not compete in the 2010 Kraft Nabisco Championship due to injury, illness or maternity, who subsequently received a medical/maternity extension of membership from the LPGA in 2010 season, and whose last year of eligibility for the Kraft Nabisco Championship was in 2010, and she is otherwise not qualified for the 2011 Kraft Nabisco Championship



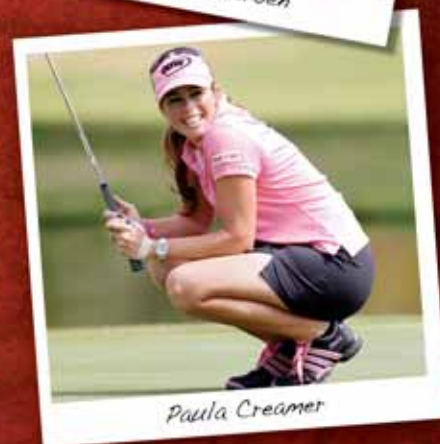
March 28~April 3, 2011
Mission Hills CC ~ Rancho Mirage, CA



Natalie Gulbis



Suzann Pettersen



Paula Creamer

Player Eligibility (CONTINUED)

2. Kraft Nabisco Brands Exemptions (up to 15, which may or may not be given)

- International Players:

- a. Top two (2) players from the 2010 LET Order of Merit who are not otherwise qualified, provided such players are within the Top 10 positions on the 2010 LET Order of Merit
- b. Top two (2) players from the 2010 JLPGA Official Money List who are not otherwise qualified, provided such players are within the Top 10 positions on the 2010 JLPGA Official money list
- c. Top two (2) players from the 2010 KLPGA Official Money List who are not otherwise qualified, provided such players are within the Top 10 positions on the 2010 KLPGA Official money list

- Amateurs:

- a. Amateurs with certified USGA handicaps of 2.0 or less
(or the foreign equivalent thereof)

- LPGA, T&CP and Non-LPGA Tournament Division Professionals:

- a. Up to four (4) LPGA Tour and T&CP members not otherwise qualified
- b. Non-LPGA tournament division professionals who finished in the Top 5 of the 2010 US Women's Open, 2010 Wegmans LPGA Championship and the 2010 Ricoh Women's British Open
- c. All non-LPGA professionals finishing in, or tied for the 20th position in the 2010 Kraft Nabisco Championship

** Eligibility criteria subject to change.*



March 28~April 3, 2011
Mission Hills CC ~ Rancho Mirage, CA



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March 28~April 3, 2011
Mission Hills CC ~ Rancho Mirage, CA

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