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AMERICAN EXPRESS AND THE PGA OF AMERICA PARTNER TO OFFER YEAR-ROUND GOLF BENEFITS FOR CARDMEMBERS AND SUPPORT FOR PGA PROFESSIONALS

NEW YORK, NY and PALM BEACH GARDENS, FL – (August 3, 2007) – American Express and The Professional Golfers' Association (PGA) of America today announced an agreement that makes American Express an Official Patron of The PGA of America. This relationship will enable American Express to provide a unique set of golf benefits to its Cardmembers which include access to premier championship experiences and exclusive golf opportunities year-round. In addition, this agreement will benefit the PGA's membership base of more than 28,000 men and women professionals dedicated to growing, teaching and managing the game and the business of golf.

"We are thrilled to link up with The PGA of America to bring even greater benefits and services to our Cardmembers by creating special programs that will allow them to take advantage of first-rate access to major golf events including some of golf's most widely viewed national championships," said Rich Lehrfeld, Vice President Global Sponsorship and Event Marketing, American Express. "We are also committed to supporting the future growth of the game and the professionals who run it."

"The PGA of America is proud to welcome American Express into this historic new chapter of partnership and public awareness in our Association," said PGA of America Chief Executive Officer Joe Steranka. "American Express has more than 150 years of experience in providing exceptional service, of which it has established itself as a great partner to the busy golf traveler and professional. We look forward to having American Express as a patron to enhance the spectator experience at our championships and underscore the value to the membership of the Official Patron program."

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TOURNAMENT ACCESS AND ONSITE EXPERIENCES

With this new relationship, American Express can now provide advanced ticket sales and onsite experiences at some of golf's most anticipated tournaments, including the PGA Championship, Senior PGA Championship and the Ryder Cup.

American Express onsite opportunities¹ at the upcoming PGA Championship in Tulsa include:

- Complimentary 10-minute one-on-one golf lesson with PGA Professionals at the *PGA Learning Center*, where Cardmembers can also receive a personalized golf swing video analysis to help them improve their game
- Onsite hospitality suite exclusively for Cardmembers with a silent auction to benefit The PGA Foundation
- Cardmembers can receive complimentary use of "myLEADERBOARD" handheld device to take out onto the course and track the action
- Commemorative gift with merchandise purchase for Cardmembers

Additionally, beginning September 4th, American Express Cardmembers will be able to purchase a limited number of tickets to the 2008 Ryder Cup at Valhalla Golf Club in Louisville, KY, prior to sale to the general public through the Members Clubhouse at www.americanexpress.com/golf. American Express will announce additional PGA-related benefits over the coming months.

SUPPORT FOR PGA PROFESSIONALS

As part of this agreement, American Express will support PGA Professionals' efforts to grow their businesses and support the men and women of the PGA through a variety of regional golf events and activities to promote the game of golf.

The PGA agreement rounds out American Express' commitment to providing unparalleled access to the golf lifestyle and builds upon the groundbreaking partnership American Express formed with the United States Golf Association last December. Cardmembers can find ongoing updated information about golf benefits, exclusive travel packages and gear as well as special access to a range of prestigious golf championships by regularly visiting the Members Clubhouse at www.americanexpress.com/golf.

About The PGA of America

The PGA of America is the world's largest working sports organization comprised of 28,000 men and women golf professionals who are the recognized experts in growing, teaching and managing the game of golf while serving millions of people throughout its 41 PGA Sections nationwide. Since its founding in 1916, The PGA of America has enhanced its leadership position in a \$62 billion-a-year industry by growing the game of golf through its premier spectator events, world-class education and training programs, significant philanthropic outreach initiatives, and award-winning golf promotions. Today's PGA Professional is the public's link to the game, serving an essential role in the operation of golf facilities throughout the country.

¹ terms, conditions and restrictions apply

The PGA Official Patron program is designed to uniquely position each patron as a category-exclusive provider of products and services to The PGA of America. Each PGA Official Patron is recognized with unprecedented visibility and exposure at The PGA's highest-profile Championships.

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About American Express

American Express has long been the Card to bring a premium level of customer service and unique benefits and experiences to golfers. From access to special golf to exclusive ticket access at championship tournaments, American Express drives golf dreams out of the bunker. Only through membership can Cardmembers enjoy specially-designed travel packages, use Membership Rewards® points to redeem for equipment and apparel from premium golf brands or earn double points when spending at top online golf merchandisers.

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