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Abbott and its Ensure® Brand Announced as Title Sponsor of the Champions Tour's 2010 Ensure Classic at Rock Barn

CONOVER, N.C.- Officials from the PGA Tour's Champions Tour today announced that Ensure® adult nutrition shakes from Abbott will title sponsor the 2010 Champions Tour event at Rock Barn Golf & Spa in Conover, North Carolina.

The event formerly known as the Greater Hickory Classic at Rock Barn, which began in 2003, will now become the Ensure Classic at Rock Barn.

Ensure shakes, number one doctor recommended, help people stay healthy and active and provide a source of complete, balanced nutrition with 24 vitamins and minerals.

"Ensure is trusted by people who want to get healthy and stay healthy," said Matthew Fisher, division vice president and general manager, Therapeutic Nutrition, Abbott. "We're pleased to sponsor the Ensure Classic at Rock Barn to encourage people to take charge of their health so they can continue to enjoy activities like playing golf."

"Thanks to Abbott and its Ensure brand, we can continue to bring championship golf to the Greater Hickory Metro area," said Jim Correll, the tournament's executive director. "Their involvement will allow the tournament to continue to positively impact the local economy and many local charities."

The Ensure Classic at Rock Barn will be played September 27 to October 3, 2010, with a purse of \$1.75M awarding \$262,500 to the winner. Jay Haas is the defending champion and a two-time winner of the event.

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About the Ensure Classic at Rock Barn

The Ensure Classic at Rock Barn features a week of special events and attractions, including exhibitions, pro-ams, and three days of Champions Tour competition among some of golf's greatest legends. The tournament returns to Rock Barn Golf & Spa in Conover, N.C., from September 27 to October 3, 2010. Operated by a registered 501(c)(3) nonprofit foundation, the tournament annually donates all net proceeds to charities throughout the Greater Hickory Metro area. For more information, call (828) 459-4000 or visit www.greaterhickoryclassic.com.