

Galleria

Shops of Distinction

FOR IMMEDIATE RELEASE
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PGA PLAY GOLF AMERICA EXPERIENCE
SPONSORED BY THE GOLD DELTA SKYMILES® CREDIT CARD FROM AMERICAN EXPRESS

GALLERIA HOSTS FREE GOLF LESSONS FROM PGA PROFESSIONALS

WHO All people who are interested in learning more about golf

WHAT PGA Professionals will provide 10-minute complimentary golf lessons

WHEN Saturday, June 13th from 11:00 a.m. to 5:00 p.m.
Saturday, July 18th from 11:00 a.m. to 5:00 p.m.

WHERE Galleria
Outside of PGA Championship History Exhibit near Pottery Barn
69th and France Ave
Edina, Minnesota 55435

COST Free!

PGA Play Golf America Experience

Stop by Galleria and receive a complimentary, 10-minute golf lesson from Minnesota PGA Section Professionals. Located just outside the PGA Championship History Exhibit, the PGA Play Golf America Experience, sponsored by The Gold Delta SkyMiles® Credit Card from American Express, will feature an inflatable hitting net which will allow you to receive golf advice from local PGA Professionals.

Play Golf America, designed to increase participation among new and existing golfers, was developed by The PGA of America, with the support of Allied Associations including: the LPGA, National Golf Course Owners Association, PGA Tour, USGA and others involved in the Golf 20/20 Conference.

American Express/Delta Sky Miles® Destination-a-Day Giveaway

After their golf lesson, consumers can swing by one of American Express' nearby fan counters to pick up a mock passport containing a code number that can be used for entry into the recently launched American Express Delta SkyMiles *Destination-A-Day* online instant win game. The game, which runs from May 29 to July 27, 2009, awards one lucky winner 100,000 Miles daily— enough miles to cover roundtrip domestic Award Travel for a family of four or roundtrip international Award Travel for two.

Once participants receive their passport and code number, they can log in daily at makemilesmatter.com and enter the code for the chance to win SkyMiles redeemable for Award Travel to nearly 400 vacation destinations served by Delta, its Northwest subsidiary and Delta Connection carriers.

The *Destination-A-Day Giveaway* is part of American Express' broader "Switch to the Official Card of the World's Largest Airline" marketing and advertising initiative launched in April to build awareness of the Delta SkyMiles Card in key Delta and Northwest hubs. The campaign reinforces key Card features, including the ability to:

- Earn free flights faster. For example, Cardmembers receive double miles on Delta and Northwest flights and bonus miles when they reach various spending levels.
- Go anywhere completely friction-free because every single seat on a Delta or Northwest flight is available to Cardmembers for redemption with absolutely no blackout dates, starting at just 10,000 miles.
- Rest assured that the Delta SkyMiles Credit Card is backed by exceptional customer service and valuable retail and travel protections, such as the extended warranty protection plan and car rental insurance. Visit makemilesmatter.com for more information.

The campaign also reminds WorldPerks credit card holders that the WorldPerks and SkyMiles programs are merging, so they will have to apply for the Delta SkyMiles Credit Card to continue earning miles both from credit card purchases and from flying.

NO PURCHASE NECESSARY. Open only to legal residents of the 50 United States (including D.C.), 18 years or older. Enter Contest between 5/29/09 and 7/27/09. To enter and for Official Rules, including prize descriptions, visit makemilesmatter.com. Void where prohibited. American Express is the sole sponsor of this interactive online race.

About Galleria

Galleria offers an exceptional selection of casual dining, unique local shops and favorite specialty stores wrapped within a sophisticated, relaxed atmosphere. Locally owned and managed by Gabbert & Beck, Inc., Galleria is located at 69th and France Avenue in Edina, Minnesota; hours are Monday-Friday: 10 a.m. – 9 p.m., Saturday: 10 a.m. – 8 p.m. and Sunday: 11 a.m. – 5 p.m. Restaurants and some stores operate additional hours. For more information, visit www.GalleriaEdina.com.

About American Express

American Express Company (www.americanexpress.com) is a leading global payments and travel company founded in 1850.

About Delta

Delta Air Lines is the world's largest airline. From its hubs in Atlanta, Cincinnati, Detroit, Memphis, Minneapolis-St. Paul, New York-JFK, Salt Lake City, Paris-Charles de Gaulle, Amsterdam and Tokyo-Narita, Delta, its Northwest subsidiary and Delta Connection carriers offer service to 370 destinations in 66 countries and serve more than 170 million passengers each year. Delta's marketing alliances allow customers to earn and redeem either SkyMiles or WorldPerks on more than 16,000 daily flights offered by SkyTeam and other partners. Delta's more than 70,000 employees worldwide are reshaping the aviation industry as the only U.S. airline to offer a full global network. Customers can check in for flights, print boarding passes, check bags and flight status at delta.com.

About The PGA of America

Since 1916, The PGA of America's mission has been twofold: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf.

By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the billion-dollar golf industry.

By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf.

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