

TOSHIBA



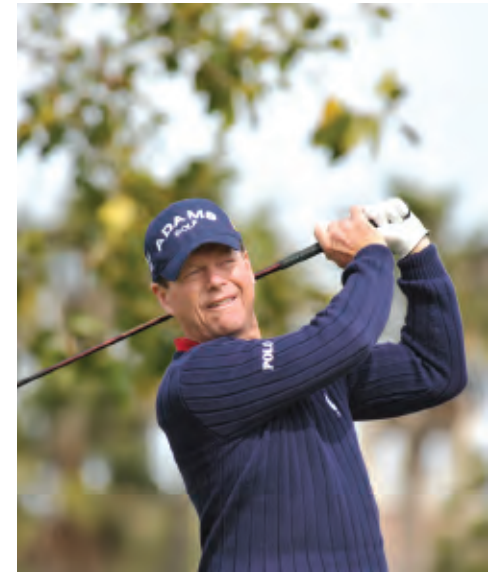
Newport Beach Country Club • Newport Beach, California • March 7-13, 2011



Fuzzy Zoeller



Fred Couples
2010 Toshiba Classic Champion



Tom Watson



Corey Pavin



Bernhard Langer



Craig Stadler



Mark O'Meara



Mark Calcavecchia

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Your Guide to the 2011 Toshiba Classic

When it comes to entertainment in Southern California, the problem of too many choices and not enough time is always difficult. Here's the good news: the Toshiba Classic is a week-long event in March that showcases golf legends in the spectacular setting of the Newport Beach Country Club. In fact, the Toshiba Classic has become so popular that more than 80,000 fans visit the tournament annually, making this the largest and most exciting sporting event in Orange County every year.

With non-stop action, a lively atmosphere, first-class seats and affordable ticket prices, the Toshiba Classic is a great entertainment option for a group of friends, corporate partners, and families.

Before you make the trip to Newport Beach, here are a few key details you will need to know in order to maximize your tournament experience this year.

Buying tickets

One of the hallmarks of the Toshiba Classic is its great value. Few other sporting events can compare to the tournament's front-row views and intimate player settings. The \$20 advanced-purchase price for any one-day ticket allows you to walk the course virtually next to the golfers. The Toshiba Classic can serve as a great excuse to play hooky from work or make for a great weekend.

Tickets are available from four different outlets:

1. Visit the tournament's website www.ToshibaClassic.com
2. Call the tournament office at 949.660.1001
- 3 Buy a ticket at the tournament gates on the day you want to attend (tickets purchased at the gate are \$25)
4. Visit select Orange County Roger Dunn Golf Shops (Santa Ana, Mission Viejo and Seal Beach locations)

Weeklong patron badges, providing admission to the grounds and clubhouse all seven days of tournament week, are only \$100. (The Clubhouse will be closed to all badge holders on Monday, Wednesday and Thursday of Tournament Week).

Where to watch

There are several free public grandstands located throughout the course including the first tee and 8th, 9th, 14th, 16th, and 17th greens. With the addition of the strategically located Zaya Rum Pavilion (open to the public with preferred seating), the 18th



Admission gates open at 8:00 am Monday, Tuesday, Friday, Saturday, Sunday and 6:00 am Wednesday and Thursday.

Parking Lots

- D LOT:** Public Parking: Monday – Sunday (\$10 per vehicle, except when presenting voucher)
- E LOT:** Public Parking: Saturday and Sunday only (no charge)

Parking Lot and Shuttle Service Hours

Monday	8:00 a.m. – 6:00 p.m.	
Tuesday	8:00 a.m. – 6:00 p.m.	
Wednesday	6:30 a.m. – 7:00 p.m.	
Thursday	6:30 a.m. – 7:00 p.m.	
Friday	8:00 a.m. – 7:00 p.m.	
Saturday	8:00 a.m. – 7:00 p.m.	8:00 a.m. – 7:00 p.m.
Sunday	8:00 a.m. – 7:00 p.m.	8:00 a.m. – 7:00 p.m.

Free shuttle service available from all off course lots

is without a doubt, the place to be come Sunday. As you nibble on appetizers and sip wine, come watch the pros as they finish up their rounds, while taking in the pristine views of the tournament's always thrilling finale.

Another exciting spot is the grandstand behind the driving range (right next to the first tee), where you can watch the pros tune up for their rounds.

Tuning in to the Toshiba Classic

If you can't make it out to the course, you can catch the Toshiba Classic on the Golf Channel from 3:30-5:30 p.m., Friday through Sunday (TV times subject to change).

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Fred Couples, 2010 Toshiba Classic Champion



As far as debuts go, well, Hollywood and Oscar may not be calling, but he's about the only one who wasn't calling Fred Couples' name at the 2010 Toshiba Classic.

A golden performance? Well, Couples put one of those in during his maiden trip to the Newport Beach Country Club, lighting up the old-school layout for a three-round total of 18-under-par 195 – one shot off Jay Haas's tournament record from 2007. Couples went 66-64-65, cruising home by four shots over Ronnie Black.

A crowd-pleasing performance? Ronnie Black spoke for the near-record crowds of approximately 75,000 over the week who lined the Newport Beach Country Club fairways, many flocking to see the sweet-swinging Couples exert his game and his charisma.

"Freddie makes people excited," Black said.

"There were a lot of people out there today," Couples observed. "I still get decent crowds, but if I play well, I get more. But to come out and play in front of a lot of people is more fun for all of us."

A wonderful script? Yes, there was one of those too. During his second-round 64, Couples wrote his name in the record book with a front-nine 30. He became the sixth player to capture the Toshiba Classic in his first appearance.

A great supporting cast? How about these names? Among those Couples left in his wake were the likes of Tom Lehman, another Toshiba Classic rookie who tied for third – six shots back

– and eight-time major champion, Tom Watson, who had vanquished Couples earlier that season in Hawaii. Watson fired a final-round 62 – the tournament's low round. That earned him a tie for fifth, with the likes of Corey Pavin, Loren Roberts and John Cook.

In fact, Couples took down an elite 2010 Toshiba Classic field which featured 23 major champions, 16 players owning Champions Tour majors, 10 World Golf Hall of Famers and 10 previous Ryder Cup captains.

And it left room for a sequel. Couples' 2010 Toshiba Classic triumph was a highlight in a year where he won four events, set the Champions Tour's scoring average record (67.96), finished second to 2008 Toshiba Classic Champion Bernhard Langer on the Champions Tour's 2010 money list and Charles Schwab Cup points standings and was named Champions Tour Rookie of the Year.

Schedule of Events

Monday, March 7

- ◆ Morning Practice Rounds for professionals
- ◆ Monday Pro-Am – 10:00 a.m. shotgun start

Tuesday, March 8

- ◆ Breakfast with a Champion, presented by The Allergan Foundation with PGA TOUR golf legend Tom Kite The Balboa Bay Club & Resort, 7 a.m., \$120 per person

Includes presentation of the 2011 Toshiba Classic Scholarship Fund winners

Wednesday, March 9

- ◆ Toshiba Classic Pro-Am, presented by Emulex

Thursday, March 10

- ◆ Toshiba Classic Pro-Am, presented by Emulex

Friday, March 11

- ◆ Toshiba Classic, 1st Round – tee times begin approximately 10:15 a.m.
- ◆ 4th Annual Toshiba "Swing for the Green" e-recycling event Main Gate, 10:00 a.m. – 4:00 p.m.

Saturday, March 12

- ◆ Toshiba Classic, 2nd Round- tee times begin at approximately 10:15 a.m.
- ◆ 4th Annual Toshiba "Swing for the Green" Main Admission Gate, 10 a.m. – 4:00 p.m.

Sunday, March 13

- ◆ Toshiba Classic, 3rd Round – tee times begin at approximately 10:15 a.m.
- ◆ 4th Annual Toshiba "Swing for the Green" Main Admission Gate, 10 a.m. – 4:00 p.m.

* Schedule is subject to change

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Toshiba Classic Special Events

Toshiba Classic Scholarship Fund

Over the past 17 years as title sponsor of the Toshiba Classic, Toshiba America Inc. has proudly led the way to raise \$1 million annually for Hoag and other Orange County charities. Through the generous philanthropy of Toshiba and other sponsors, the Toshiba Classic has become the charity leader on the PGA Champions Tour. Toshiba continues to be a leader in the Orange County business community and is excited to have the opportunity to sponsor local charities through the Toshiba Classic and its various events during tournament week.

Toshiba takes pride in giving back to Orange County high school students through the Toshiba Classic Scholarship Fund. The Toshiba Classic scholarship panel interviews 24 high school seniors, nominated by their high schools, and then selects 12 finalists. The top two students selected by the panel will receive a \$10,000 scholarship each, and all 12 finalists will receive a Toshiba laptop computer.

In the 12th year of the Toshiba Classic Scholarship Fund, Toshiba America Inc. has donated more than \$230,000 in scholarships and 142 Toshiba laptop computers to outstanding Orange County high school students.

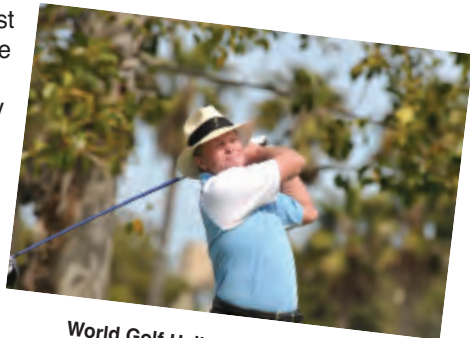


Mark Simons, President of Toshiba America, with the 2010 Toshiba Scholarship recipients.

Breakfast with a Champion presented by The Allergan Foundation

World Golf Hall of Famer Tom Kite will be this year's featured guest at the Breakfast with a Champion event, presented by The Allergan Foundation on Tuesday, March 8.

"The Allergan Foundation is extremely proud to continue our support of Hoag Hospital Foundation through our sponsorship of the Champions Breakfast at the Toshiba Classic. This important community event has become a source of pride within our organization, and we're pleased to be able to present an event that has become a wonderful tradition in Orange County, as



World Golf Hall of Famer Tom Kite

well as a significant fundraiser for charity," said Jim Hindman, president of The Allergan Foundation.

Kite, a 2004 inductee into the World Golf Hall of Fame, holds 10 Champions Tour titles and 19 PGA TOUR titles, including the 1992 U.S. Open at Pebble Beach. He served as U.S. Ryder Cup captain in 1997 and was a 1972 NCAA individual co-champion at the University of Texas.

Tickets to the breakfast can be purchased by calling (949) 660-1001.

4th Annual Toshiba "Swing for the Green" Recycling Event

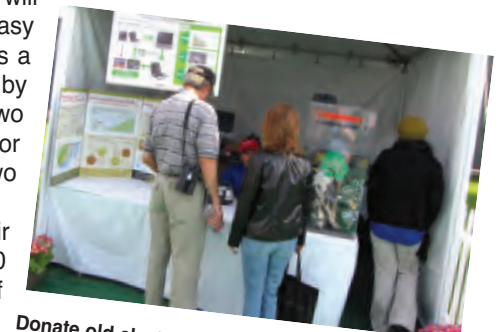
In 2008, the Toshiba Classic began an initiative based on Toshiba's commitment to demonstrate a leading role in establishing a sustainable society. The 4th Annual Toshiba "Swing for the Green" Recycling Event will provide the community with a free and easy way to responsibly dispose of e-waste. As a thank you, everyone who participates by bringing an item for recycling will receive two complimentary admission tickets good for any one day of the tournament (Limit two per person).

Patrons are encouraged to bring their outdated electronic equipment between 10 a.m. and 4 p.m., Friday through Sunday of tournament week at the main admission gate. Products including desktop PCs, laptops, monitors, printers, camcorders, cell phones, VCRs, DVD players, rechargeable batteries, MP3 players and stereos can be dropped off at the main entrance at the Newport Beach Country Club. Please note that not all electronic items will be accepted. Items that will not be accepted include TVs, microwave ovens, refrigerators, smoke detectors, air conditioners and other major household appliances. All items must be carried to the front gate as there is no access for drive up. For a complete list of recyclables and directions, please visit www.ToshibaClassic.com.

For 2011, the Toshiba Classic has once again partnered with FirmGreen, Inc., a Newport Beach based environmental company that provides technology to bring renewable energy and fuels to the market. For the tournament, FirmGreen is providing solar power to help offset electricity needs by producing close to 75kW of solar power. This power will be used to power the electronic leaderboards and other equipment used throughout the tournament grounds.

In addition, FirmGreen will assist the tournament with biodiesel fuels for on-site generators reducing emissions approximately five percent at the event. These programs will assist the Toshiba Classic in its constant effort to help the environment and become socially responsible, a constant goal of Toshiba America, Inc.

For additional information on going green, visit www.FirmGreen.com.



Donate old electronics during the Toshiba Classic and receive 2 free any-day admission tickets



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TOSHIBA CLASSIC FIELD

List is subject to change and will be updated regularly with player commitments

- | | |
|--------------------------|--------------------|
| Michael Allen | Gil Morgan |
| Tommy Armour III | John Morse |
| Paul Azinger * | Larry Nelson** |
| Ian Baker-Finch* | Lonnie Nielsen |
| Andy Bean | Mark O'Meara* |
| Olin Browne | Joe Ozaki |
| Mark Calcavecchia | Corey Pavin* |
| Keith Clearwater | David Peoples |
| Russ Cochran | Tom Pernice, Jr. |
| John Cook | Don Pooley |
| Fred Couples* | Nick Price ** |
| Ben Crenshaw** | Tom Purtzer |
| David Eger | Dana Quigley |
| Keith Fergus | Mike Reid |
| Vicente Fernandez | Loren Roberts |
| Bruce Fleisher | Peter Senior |
| Dan Forsman | Scott Simpson |
| Bob Gilder | Joey Sindelar |
| Bill Glasson | Jeff Sluman* |
| Jay Haas | Chien Soon Lu |
| Gary Halberg | Rod Spittle |
| Morris Hatafsky | Craig Stadler* |
| Hale Irwin** | Hal Sutton* |
| John Jacobs | Bob Tway |
| Tom Jenkins | Bobby Wadkins |
| Tom Kite*+ | Tom Watson** |
| Bernhard Langer** | D.A. Weibring |
| Tom Lehman | Mark Wiebe |
| Wayne Levi | Fuzzy Zoeller* |
| Bruce Lietzke | |
| Steve Lowery | |
| Graham Marsh | |
| Mark McNulty | |
| Frankie Minoza | |

*denotes Major Champions

**denotes World Golf Hall of Fame members

BOLD denotes past Toshiba Classic champions

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Toshiba Golf Classic Player Biographies

Fred Couples

2010 Toshiba Classic Champion

- ◆ 2010 Champions Tour Rookie of the Year posted four wins (including the Toshiba Classic).
- ◆ La Quinta resident is a 15-time PGA TOUR winner, highlighted by the 1992 Masters, entering his second full Champions Tour season.
- ◆ Won the PGA TOUR Player of the Year Award and Vardon Trophy (lowest scoring average) in 1991 and 1992, and captured the PGA TOUR's Arnold Palmer Award (leading money-winner) in 1992. Spent 16 weeks as the world's No. 1 golfer in 1992.
- ◆ A five-time United States Ryder Cup selection (1989, 1991, 1993, 1995, 1997), a four-time U.S. Presidents Cup player (1994, 1996, 1998, 2005), and captained the 2009 U.S. Presidents Cup squad to a glorious victory in San Francisco in October.



Fred Couples

Bernhard Langer

2008 Toshiba Classic Champion

- ◆ Became the first Champions Tour winner to win the Jack Nicklaus Trophy (Player of the Year) and the Arnold Palmer Award (money list champion) for three consecutive years (2008-2010).
- ◆ Holds 13 Champions Tour titles entering 2011 and three PGA TOUR titles, which include the 1985 and 1993 Masters, and 40 European Tour wins.
- ◆ Beat Jay Haas in a seven-hole playoff to win the 2008 Toshiba Classic.
- ◆ The 10-time European Ryder Cup member and 2004 Ryder Cup captain was named the inaugural World No. 1 when the Official World Golf Rankings were introduced in 1986. He was inducted into the World Golf Hall of Fame in 2002.



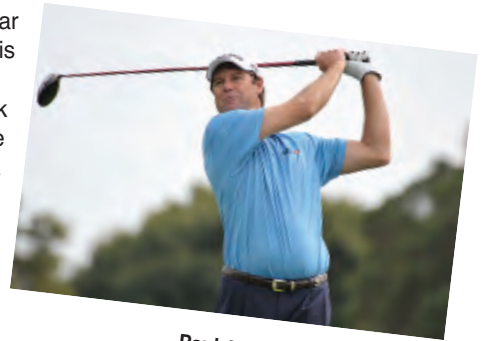
Bernhard Langer

Paul Azinger

- ◆ 12-time PGA TOUR champion and holder of the 1993 PGA Championship and 1992 TOUR Championship.
- ◆ Named the PGA and "Golf World" Player of the Year in 1987 after winning three times.

Three more wins, including his lone major championship in 1993, highlighted his career year before he was diagnosed with lymphoma in his right shoulder blade in December.

- ◆ Named the PGA TOUR's Comeback Player of the Year in 2000, a year in which he enjoyed his most lucrative year in PGA TOUR earnings and his first million-dollar year on the circuit since his recovery from cancer.
- ◆ In 2008, he captained the United States Ryder Cup team that he played for on five occasions (1989, 1991, 1993, 2002, 2008), and he was a 2000 U.S. Presidents Cup pick.



Paul Azinger

Mark Calcavecchia

- ◆ 13-time PGA TOUR champion and winner of the 1989 British Open, entering his first full season on the Champions Tour.
- ◆ A four-time United States Ryder Cup selection (1987, 1989, 1991, 2002) and a 1998 Presidents Cup participant.
- ◆ Set a PGA TOUR record for consecutive birdies (9) in 2009 during the second round of the RBC Canadian Open.
- ◆ In 2002, was inducted into the Phoenix Open Hall of Fame, becoming only the 15th person and sixth golfer ever to receive the honor.

John Cook

- ◆ Southern California native and Corona del Mar resident, 11-time PGA TOUR winner and 1993 U.S. Ryder Cup player entering his fourth full Champions Tour season.
- ◆ Six-time Champions Tour winner, finished second in the 2009 Schwab Cup points standings.
- ◆ Became the eighth-youngest Champions Tour winner at the 2007 AT&T Championship (50 years, 19 days).

Jay Haas

2007 Toshiba Classic Champion

- ◆ Winner of nine PGA TOUR titles and 14 Champions Tour titles, including the 2007 Toshiba Classic, the 2006 and 2008 Senior PGA Championships and the 2009 Constellation Energy Senior Players Championship.
- ◆ Won the 2007 Toshiba Classic with a tournament-record, 54-hole score of 19-under par 194 (65-64-65), besting Hale Irwin's 2002 record by two strokes.
- ◆ Won the 2008 Charles Schwab Cup and the Champions Tour's Player of the Year Award and Arnold Palmer Award (Champions Tour money list title) in 2006 and 2007. Competed for the United States in the 1983, 1995 and 2004 Ryder Cups and the 1994 and 2003 President's Cups.



Jay Haas

Hale Irwin

1998 & 2002 Toshiba Classic Champion

- ◆ The Champions Tour's all-time leading money winner and all-time victory leader with 45 wins, including seven majors (1998 and 2000 U.S. Senior Opens, 1996, '97, '98 and 2004 Senior PGA Championship, 1999 Ford Senior Players Championship).
- ◆ A 1992 World Golf Hall of Fame member who captured 20 PGA TOUR titles, highlighted by 1974, 1979 and 1990 U.S. Opens, and played on the victorious 1991 U.S. Ryder Cup team.
- ◆ The Toshiba Classic's only two-time winner, in 1998 and 2002.



Hale Irwin

Tom Kite

- ◆ 19-time PGA TOUR winner, highlighted by the 1992 U.S. Open, where he holed the greatest shot of his career – a lob wedge for birdie on the 7th hole during the final round.
- ◆ A 10-time Champions Tour winner, most recently at the 2008 Boeing Classic.
- ◆ 2004 World Golf Hall of Fame inductee served as U.S. Ryder Cup captain in 1997 and was a 1972 NCAA individual co-champion at the University of Texas.

Tom Lehman

- ◆ 5-time PGA TOUR champion, highlighted by the 1996 British Open Championship.
- ◆ 2-time Champions Tour winner, most recently at the 2010 Senior PGA Championship where he parred the first hole of a sudden-death playoff with Fred Couples and David Frost to win.
- ◆ Spent one week as the world's No. 1 golfer in 1997.

Mark O'Meara

- ◆ 16-time PGA TOUR winner, with major championships at the 1998 Masters and 1998 British Open.
- ◆ 2-time Champions Tour winner prevailed in a one-hole playoff over Michael Allen at the Constellation Energy Senior Players Championship in October. Placed runner-up four times as a Champions Tour rookie in 2007.

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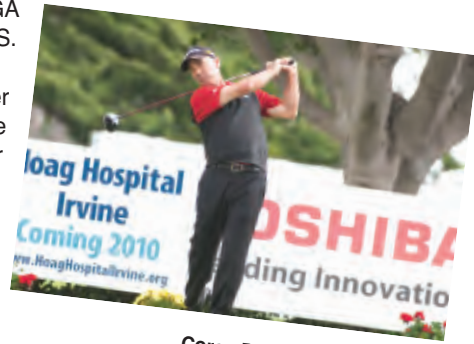
- ◆ 1979 U.S. Amateur champion, 1998 PGA TOUR Player of the Year, and a five-time U.S. Ryder Cup (1985, 1989, 1991, 1997, 1999) and two-time President's Cup (1996, 1998) player. Began playing golf when he moved to Orange County at 13, attended Mission Viejo High School, was an All-American at Long Beach State, and won the 1979 California State and U.S. Amateurs.

Corey Pavin

- ◆ Southern California native is a 15-time PGA TOUR champion and winner of the 1995 U.S. Open.

- ◆ Won the PGA TOUR's Arnold Palmer Award (leading money-winner) in 1991. He was captain of the 2010 United States Ryder Cup team, having played for the U.S. Ryder Cup squad in 1991, 1993 and 1995, and on the 1994 and 1996 U.S. Presidents Cup teams.

- ◆ 1982 NCAA Player of the Year while at UCLA. He won the Junior World Amateur title at age 17.



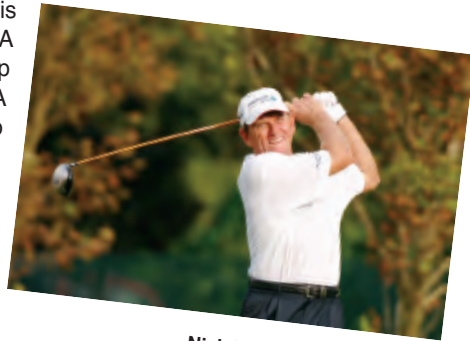
Corey Pavin

Nick Price

- ◆ 2003 World Golf Hall of Fame inductee is a former World No. 1 and an 18-time PGA TOUR winner, including major championship triumphs at the 1992 and 1994 PGA Championship and 1994 British Open, to go along with 24 other worldwide victories. He has won three Champions Tour titles, with victories at the Liberty Mutual Legends of Golf and the Principal Charity Classic in 2010.

- ◆ 1993 and 1994 PGA TOUR Player of the Year and money list champion shares the course record at Augusta National (with Greg Norman) with his third-round 63 in the 1986 Masters.

- ◆ Was the first recipient of the ASAP Sports/Jim Murray Award, in 2002, and won the 2005 Bob Jones Award recognizing distinguished sportsmanship in golf.



Nick Price

Tom Purtzer

2004 Toshiba Classic Champion

- ◆ 5-time PGA TOUR champion and 4-time Champions Tour winner, including the 2004 Toshiba Senior Classic.

- ◆ Has been described as having "sweetest" swing on the TOUR.
- ◆ Brother Paul played on the PGA TOUR in the 1970s and early 1980s.

Loren Roberts

- ◆ Winner of eight PGA TOUR titles and 12 Champions Tour events, including majors at the 2005 JELD-WEN Tradition, the 2006 and 2009 Senior British Open, and the 2007 Constellation Energy Senior Players Championship.

- ◆ The 2007 and 2009 Charles Schwab Cup points champion was a 1995 U.S. Ryder Cup player, assistant Ryder Cup captain in 2006, and a 1994 and 2000 President's Cup selection.

- ◆ Known as the "Boss of the Moss" for his putting ability. In his first full Champions Tour season in 2006, he became the only player in Tour history to open a season with three straight victories after winning the MasterCard Championship at Hualalai, Turtle Bay Championship and The ACE Group Classic.

Craig Stadler

- ◆ 13-time PGA TOUR winner, highlighted by the 1982 Masters where he won on the first sudden-death playoff hole over Dan Pohl. 1982 PGA Tour leading money winner.

- ◆ Eight-time Champions Tour champion, won six titles in 2004.
- ◆ Nicknamed "The Walrus" and one of golf's most colorful and popular personalities. Was a four-time All-American at the University of Southern California.

Dave Stockton

- ◆ 10-time PGA TOUR champion, including the PGA Championship in 1970 and 1976.

- ◆ Has 14 career Champions Tour victories.
- ◆ 1993 Champions Tour Player of the Year and 1992 Champions Tour Rookie of the Year.
- ◆ Made history in March 1996, when he and his two sons each played a different PGA TOUR event on the same weekend.

Curtis Strange

- ◆ 17-time PGA TOUR winner captured the 1988 U.S. Open, becoming the first PGA TOUR player in history to eclipse \$1 million in a season that year, and successfully defended his U.S. Open crown in 1989.

- ◆ Was inducted into the World Golf Hall of Fame in 2007.
- ◆ Former lead golf analyst for ABC Sports. Identical twin brother Allen used to play on the PGA TOUR.

Hal Sutton

- ◆ A 14-time PGA Tour champion, highlighted by his 1983 PGA Championship victory.

- ◆ 1983 PGA Player of the Year and 1994 PGA Tour Comeback Player of the Year.
- ◆ Played on four United States Ryder Cup teams (1985, 1987, 1999, 2002).
- ◆ Had four top-10 Champions Tour finishes in 2010.

Tom Watson

- ◆ 2009 British Open runner-up at age 59 and owner of 39 PGA TOUR titles - highlighted by wins at the 1977 and 1981 Masters, 1982 U.S. Open and the 1975, 1977, 1980, 1982 and 1983 British Open - and 13 Champions Tour titles, including majors at the 2001 Senior PGA Championship, the 2003, 2005 and 2007 Senior British Open and the 2003 JELD-WEN Tradition.

- ◆ 1988 World Golf Hall of Fame inductee.
- ◆ 2003 winner of the Charles Schwab Cup, Champions Tour Player of the Year Award, Arnold Palmer Award and Byron Nelson Trophy (low scoring average). Named honorary member of the Royal & Ancient GC of St. Andrews in 1999, joining fellow Americans Arnold Palmer, Jack Nicklaus, former President George Bush, Bobby Jones and Gene Sarazen.



Tom Watson

Fuzzy Zoeller


- ◆ Holder of 10 PGA TOUR titles, including the 1979 Masters and 1984 U.S. Open and two Champions Tour titles, the first of which was the 2002 Senior PGA Championship.

- ◆ Played on U.S. Ryder Cup teams in 1979, 1983 and 1985 and won the LG Skins Game in 1985 and 1986.

- ◆ Fan favorite and jokester posted his 17th career hole-in-one in competitive play at the 2006 Allianz Championship. Recipient of the USGA's Bob Jones Award (for distinguished sportsmanship) in 1985. Golf course design work includes TPC Summerlin, home to a PGA TOUR event in Las Vegas.

LOOK UP.

One and two-bedroom South Coast Metro luxury rentals in two 25-story towers | Floor-to-ceiling windows with spectacular views | Gourmet kitchens with top-of-the-line finishes | Residents' health club | Men's and women's spa areas | Outdoor club space with pool, Jacuzzis and more | Close to shopping, dining and entertainment | Minutes from famous beaches, John Wayne Airport, and the 55 and 405 freeways



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What Corporate Social Responsibility Means to Toshiba

As a responsible corporate citizen, Toshiba practices environmental management that promotes harmony with the earth and contributes to a richer lifestyle for society. Whether this manifests into something we call the Environmental Vision 2050 or the ExploraVision math and science contest, it means that at Toshiba, we don't just make great products – we make great products that help sustain communities.

Giving Back to Our Communities

Toshiba puts effort into a wide variety of corporate initiatives (both local and global) to help enhance the quality of life around the world. Our strong commitment to people, community and the future is reflected in our contributions, charitable sponsorships, employee volunteer activities and more.

Close to Home: Giving Back to Orange County

For the past 13 years, we have continued to support Hoag Memorial Hospital Presbyterian through the Toshiba Classic (among several other locally-based charities), raising more than \$13 million.

In addition, Toshiba is a proud supporter of the Habitat for Humanity of Orange County. As a Whole House Sponsor, Toshiba is committed to contributing \$250,000 toward building one of 27 new homes in the *Homes for Heroes* and *Foundations for Families* community being built in San Juan Capistrano. As the group's official technology sponsor, Toshiba will donate laptops to approximately 150 Habitat for Humanity families over the next three years.

Inspiring the Leaders of Tomorrow

Toshiba also supports a number of philanthropic programs to motivate and inspire youth. One of these programs, ExploraVision, the world's largest K-12 science and technology competition, has made vital contributions to the science and math curriculum at many schools throughout the U.S. and Canada. Since its inception, more than 275,000 students from the U.S. and Canada have entered and Toshiba has awarded more than \$2.5 million worth of savings bonds and prizes to more than 350 students.

The Toshiba America Foundation (TAF) is a non-profit grant making organization dedicated



2010 check presentations to Toshiba Classic Champion Fred Couples and to tournament beneficiary Hoag Hospital.

to supporting science and mathematics education in the United States. TAF supports quality science and math education by providing funds for projects designed by teachers to enhance instruction for students in grades K-12. Since its inception in 1990, TAF has given out 1,735 grants worth \$8.6 million to more than 125,000 students.

Environmental Sustainability for Our Future

Since the 1990s, Toshiba has been a global leader in meeting environmental challenges through innovation. One of Toshiba's main goals today is to achieve environmental sustainability by making truly eco-conscious products.

A Vision for Our Future

Environmental Vision 2050 is the cornerstone of our commitment to sustainability and improve the eco-efficiency of all Toshiba business processes and products by a factor of five by 2025 and by a factor of ten by 2050.

In 2010, Toshiba introduced "eco style" in North America to show how the company is addressing environmental issues head on by

promoting energy efficient products, reducing environmental impacts generated by our manufacturing process, and helping generate and manage a stable supply of energy through our technology.

Toshiba's Environmental Standards

Toshiba is committed to meeting the rigorous standards of reputable environmental qualifications such as the EPA's Energy Star rating and the Green Electronics Council's EPEAT. Today, almost of our laptops have been awarded EPEAT® Gold ratings, and our LED TVs are Energy Star qualified.

Reduce, Reuse and Recycle

We've become diligent recyclers and are making it easy for our consumers to join in the effort. Our free recycling program helps keep e-waste out of landfills by disposing of old technology in a responsible, trouble-free way. Toshiba also provides a way for customers to sell-back working electronics.

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Toshiba e-waste recycling event

Swing for the Green

March 7-13, 2011



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Early bird donors who drop off working or non-working e-waste at select events* can receive 2 free tickets to the Toshiba Classic, March 7-13, 2011.

2/19/2011 - 10:00am to 3:00pm
The District at Tustin Legacy
Jamboree Rd & Barranca Pkwy, Tustin
(Parking lot near JT Schmidt Restaurant)

2/19/2011 - 9:00am to 3:00pm
Hoag Hospitals
One Hoag Drive, Newport Beach, CA
16200 Sand Canyon Ave, Irvine, CA

3/05/2011 - 9:00am to 1:00pm
Cypress Civic Center
5275 Orange Avenue, Cypress, CA

3/11-3/13/2011 - 10:00am to 4:00pm
Toshiba Classic
Newport Beach Country Club
1600 East Coast Hwy, Newport Beach, CA

For more information, visit:
ocgoodwill.org/ewaste

*Offer good while supplies last.





Toshiba Classic Supports Comprehensive Service Center for Diabetes

The 2011 Toshiba Classic will benefit the Mary and Dick Allen Diabetes Center, which provides comprehensive services for adults and children with diabetes. The Allen Diabetes Center is named for active community members Mary and Dick Allen; it was their personal experience with diabetes that spurred them on a mission to educate and support others who live with diabetes.

When their granddaughter was diagnosed with Type I diabetes at the age of two and a half, Mr. Allen looked to Hoag for guidance. The Allens then met with Hoag's medical leadership to receive diabetes training so that they could help care for their grandchild. For the Allens, the experience with their granddaughter's illness was eye-opening and brought on a resolve to be advocates in the community when it came to supporting diabetes education and awareness.

The American Diabetes Association estimates that more than 20 million Americans live with diabetes and another 40 million Americans have pre-diabetes, or increased risk for diabetes. Recognizing that Orange County is deeply affected by what is now among the world's fastest growing chronic diseases, the Mary and Dick Allen Diabetes Center is committed to making a difference in the lives of people affected by the disease through prevention, early detection, prompt care, education, and support.

The Allen Diabetes Center is a community resource for patients and their primary care physicians. The innovative services offered at the Center include:

- ◆ **Diabetes Self-Management Education (DSME):** Participants learn to live successfully



with diabetes, avoid complications, and have a healthy life. After participation in the program, the typical patient will see their Hemoglobin A1c level drop significantly.

- ◆ **Medical Nutrition Therapy:** Certified dietitians provide nutrition education and support to patients with diabetes in a broad range of nutrition-related topics.

- ◆ **Insulin Pump Instruction:** Hoag's Certified Diabetes Educators provide assistance to patients as they learn how to use ambulatory infusion pumps to dispense insulin in specified amounts at certain times of the day.

- ◆ **Continuous Glucose Monitoring Sensor Instruction:** Hoag's Diabetes Educators are certified trainers for all major continuous glucose monitoring sensors (CGMS) that help patients monitor their blood glucose levels.

Other unique programs at the Allen Diabetes Center include the Sweet Success Program for pregnant women with diabetes, pediatric diabetes services, and the Herbert Family Program for Young Adults with Type 1 diabetes.

The Allen Diabetes Center is supported by philanthropy and is committed to community outreach and access to care for all, including underserved populations of seniors, children, and Spanish-speaking residents.

The Mary and Dick Allen Diabetes Center is located at Hoag Health Center- Newport Beach, at 520 Superior Avenue, Suite 150, Newport Beach, CA, 92663. For more information on the Allen Diabetes Center, please call 949/764-8065 or visit www.hoag.org/diabetes.



Event Planning Guide

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Advertising Supplement

Planning the Event of the Year?

*F*or a successful event, our readers need providers who take the time, make the effort and pay attention to every detail. For meeting facilities, restaurants, caterers and other services necessary to ensure a successful event, the **EVENT PLANNING GUIDE**, publishing on April 11th, is the perfect resource.

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FINAL CALL FOR NOMINATIONS

EXCELLENCE IN ENTREPRENEURSHIP AWARDS

The Orange County Business Journal is currently accepting nominations for the Tenth Annual Excellence in Entrepreneurship Awards. This is the perfect opportunity to recognize clients, colleagues, or friends who have distinguished themselves as exceptional entrepreneurs. Self-nominations are encouraged.

DEADLINE EXTENDED: FEB. 17TH, 12:00 P.M. (NOON)



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