



Quick Facts

- 2007 was EDS' fifth year as title sponsor of the EDS Byron Nelson Championship, a commitment that continues through 2010.
- The Championship benefits the Salesmanship Club's Youth and Family Centers, a local charity for families and children.
- The 2007 tournament raised \$6.4 million for charity - the sixth time in Championship history that the annual contribution has exceeded the \$6 million mark.
- Since 1968, the EDS Byron Nelson Championship has raised more than \$100 million to aid vulnerable children and their families.
- The 2007 tournament was 23-29 April.
- The 2008 tournament is scheduled for 21-27 April.
- The tournament is played at The Four Seasons Resort and Club - Dallas at Las Colinas.

EDS BYRON NELSON CHAMPIONSHIP

EDS approaches business challenges in innovative ways. When we needed a great way to grow our client relationships, we chose to do something different and exciting. We partnered with one of the premier tournaments on the PGA TOUR - one that just happens to honor a local legend and raises millions each year for a local charity. The result is a technology-rich business destination that encapsulates the best of EDS ideals.

Supporting the community

A driving force behind EDS' sponsorship of the Byron Nelson Championship was the charitable aspect, Byron Nelson's personal commitment to helping kids and their families. It mirrors our own focus on youth and education, which spans more than 60 countries and reaches into the communities where our 135,000+ employees live and work. This event benefits the Salesmanship Club's Youth and Family Centers, which provide counseling for families with children who are seeking assistance in establishing and maintaining positive behaviors and healthy relationships. Thus, the tournament enhances both Byron's legacy and EDS' work for children who need our help.

A dynamic business destination

The EDS Byron Nelson Championship is also an ideal opportunity for us to bring together clients, prospects and Alliance partners in a casual setting to develop relationships and grow our collective business acumen. During the week of the tournament, our guests participate in:

- Thought leadership events on leading-edge business topics
- Interactive technology showcases
- Pro-Am tournament with PGA professionals
- Hospitality venues at the 16th and 18th holes
- Conversations with EDS leadership

EDS volunteers

The corporate commitment to this event doesn't stop at the executive level. Each year, hundreds of EDS employees volunteer their time and talents behind the scenes at the EDS Byron Nelson Championship. These staff members represent our regions around the world and bring a unique international flavor both on and off the course.

2007 participation

A total of 278 corporate volunteers represented 12 countries: Australia, Brazil, Canada, Colombia, Hungary, Ireland, Malaysia, Mexico, Netherlands, United Kingdom, Venezuela, and the United States.



Byron Nelson **A golfing legend**

In 1945, Byron Nelson accomplished an incredible winning streak that to this day has not been challenged and will likely stand forever. He won 18 tournaments that season, including 11 straight, and established the record for the lowest scoring average (68.33), which stands today. He also holds the record for consecutive events at 113 without missing the cut.

During his career, Byron Nelson won 52 tournaments, including the 1939 U.S. Open, the Masters in 1937 and 1942, and the PGA Championship in 1940 and 1945.

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EDS event technology

On the course and behind the scenes since 2003, EDS has enhanced this experience for PGA Tour players, media and fans with leading edge technology. Well in advance of the tournament week, more than 2,000 volunteers and 475 accredited media attendees register online each year. Also leading up to the main event, participating EDS clients get a glimpse of technology at work through the Pro-Am tournament's "Gold Draw," a unique technology solution to facilitate the selection of PGA professionals by the amateur teams. Computerized randomization combines with the latest in LED wall video displays to accelerate the entire process.

Onsite, the most technologically advanced media center on the PGA TOUR includes a secure wireless network, VoIP and plasma screens with live game coverage among its many features. Mobile communications solutions connect staff throughout the event, and throughout the course, access to EDS hospitality venues is controlled with radio frequency identification (RFID) tags on the back of each ticket.

Alliance partners

The EDS Agility Alliance is a unique coalition of technology and business service providers aligned to build and deliver integrated, enterprisewide solutions. Our partners play an active role in collaborating to meet the needs of this PGA TOUR event.

- Microsoft has provided the underlying technology for the player selection process, and Cisco has provided the network for the Gold Draw event of the Gold Pro-Am.
- Cisco has provided the wireless and VoIP networks for the Media Center.
- Cisco, together with EDS Digital Media Services, has provided use of IPTV technology to send the video stream of player interviews to the 16th skybox, 18th villa, 18th Cisco villa, volunteer tent and media center dining.
- Cisco and Sun Microsystems have sponsored an RFID solution to enhance the EDS client experience in hospitality venues on 16th and 18th greens.