



The Farmers Insurance Open Announces Partnership with Pacific Records

SAN DIEGO – The Farmers Insurance Open recently announced a partnership with a local San Diego record label, Pacific Records.

Veteran songwriter Gary Hyde and Pacific Record's production team have composed and produced, "Momentum," a personalized anthem for the 2016 Farmers Insurance Open marketing campaign.

The commercial is currently airing on a variety of local network and cable channels as well as a host of radio stations, covering a wide demographic of San Diegans.

"We are excited to partner with a local company that is already a strong supporter of the Tournament," says Farmers Insurance Open CEO Peter Ripa. "As we promote the fun, social atmosphere at Torrey Pines, we feel this song easily lends itself to telling that story."

As part of the partnership, Pacific Record's artists will perform during the Post Party Concert Series presented by Harrah's Resort SoCal. The Ryan Hiller Band, a blend of blues, rock and soul, will be performing Friday and Beach-rock band Sandollar will be performing on Saturday.

For more information, please visit www.farmersinsuranceopen.com.

ABOUT PACIFIC RECORDS

Pacific Records™ is a dynamic music corporation with marketing, production and distribution services based in Southern California. Since its inception, Pacific Records has evolved from its humble beginnings as a retail record store chain into a multi-dimensional entity that includes recording studios, engineering services, CD replication, screen printing, and talent buying services, while its primary focus remains as an independent record label and music publisher. Pacific's management team includes award winning record producers, studio engineers, hit songwriters, veteran music publishers and experienced professionals in all facets of the music, marketing, content and social media sectors. Pacific's roster of artists include Grammy® laureates, RIAA, BMI and ASCAP award recipients, Billboard Chart playlist positions, NAMM and music industry trade show recognition, iTunes features and opening showcase concert performances in POLSTAR registered major recording artists touring venues. Pacific Records™ as a brand provides an ocean of opportunities in the music industry, positioned for strong growth with the feel of a true Indie Record Label while still providing far-reaching possibilities in the global entertainment business.

ABOUT THE FARMERS INSURANCE OPEN

The Farmers Insurance Open will be played January 28-31, 2016 at historic Torrey Pines Golf Course, host site of the 2008 & 2021 U.S. Opens. With defending champion Jason Day, the Farmers Insurance Open consistently attracts a world-class field. Other past champions include Phil Mickelson (three-time winner), Bubba Watson, Brandt Snedeker and seven-time champion Tiger Woods. This is the 64th year a PGA TOUR event has been held in San Diego, beginning with the San Diego Open in 1952. For 54 straight years, the Century Club of San Diego has been the local non-profit organization for the tournament. The 2016 tournament also marks the 49th time the event is being held at Torrey Pines Golf Course, and the sixth year of Farmers Insurance sponsorship of the tournament.

ABOUT GARY HYDE

Gary Hyde is Vice President and Senior Director of A&R at Pacific Records. Some of Gary's recent successful campaigns include commercials for the Valley View Casino (radio and TV), Anthem for the San Diego Gulls, and The Del Mar Thoroughbred Club.