



**Valspar Commits to Four-Year Title Sponsorship of
PGA TOUR Event in Tampa Bay and is Named
“Official Paint Supplier” of the PGA TOUR and Champions Tour**

*Valspar Championship to be Played in March at Innisbrook Resort;
BB&T Named Local Presenting Sponsor*

PONTE VEDRA BEACH, Fla., and MINNEAPOLIS (September 6, 2013) – The Valspar Corporation (NYSE: VAL), a global leader in the paint and coatings industry, and the PGA TOUR today announced a four-year agreement for Valspar to become the title sponsor of the Tampa Bay area’s professional golf tournament on the PGA TOUR.

Named the Valspar Championship Presented by BB&T, the tournament will be contested March 13-16, 2014 on the Copperhead Course at Innisbrook, a Salamander Golf & Spa Resort in Palm Harbor, Fla. The Valspar Championship will be the third of four straight tournament weeks in Florida.

In addition to the sponsorship, Valspar will join the PGA TOUR’s Official Marketing Partner program and receive the exclusive designation as “Official Paint Supplier of the PGA TOUR and Champions Tour.”

The PGA TOUR and the tournament’s host organization, Copperhead Charities, also announced that BB&T Corporation (NYSE: BBT), a leading financial services holding company headquartered in Winston-Salem, N.C., has signed a four-year agreement to become the tournament’s local presenting sponsor.

“We are very pleased to announce these multi-year agreements and look forward to working closely with The Copperheads to help Valspar become fully integrated with the tournament as the title sponsor and BB&T as local presenting sponsor,” said Andy Pazder, Chief of Operations for the PGA TOUR.

Headquartered in Minneapolis, Valspar is a leading global provider of paint and industrial coatings, offering a broad range of coatings solutions, including consumer paint products that are marketed under the Valspar Paint® and Cabot® brands. Valspar Paint views the PGA TOUR partnership as an opportunity to showcase its industry-leading paint products. In partnership with Copperhead Charities, Valspar is also furthering its commitment to enhancing the quality of life in the communities it serves by ensuring that proceeds from the tournament benefit causes aligned to affordable housing and urban renewal. The PGA TOUR’s viewership and demographics also further enhance the reach of Valspar’s brands as PGA TOUR tournaments are broadcast in 225 countries and territories.

“Valspar is pleased to become title sponsor of a classic tournament that will provide a unique platform to connect our brand with the PGA TOUR, which consistently produces some of the most exciting and memorable golf tournaments in the world,” said Gary Hendrickson, Valspar’s Chairman and CEO. “Partnering with the PGA TOUR and Copperhead Charities, we are proud to be doing our part to generate significant support for charitable causes important to Valspar. The timing of the event couldn’t be better as we look forward to kicking off the unofficial start of painting season.”

BB&T, with financial centers in 12 states and Washington, D.C., is looking to strengthen its visibility and position in the Tampa Bay and Gulf Coast regions through the tournament. BB&T is also the local presenting sponsor of the Wyndham Championship PGA TOUR event in Greensboro, N.C.

“This is a premier tournament at a world-class facility and BB&T is delighted to enter into this partnership which helps local organizations that benefit from Copperhead Charities,” said Ken Coppedge, BB&T West Florida Region President. “BB&T is committed to help keep this event in the Tampa Bay area.”

The Valspar Championship Presented by BB&T has been part of the PGA TOUR schedule since 2000.

“We are excited to partner with Valspar as our new title sponsor and BB&T as local presenting sponsor to continue a proud history of supporting area charities and delivering the very best in professional golf to benefit Tampa Bay through the Valspar Championship,” said Larry Morgan, General Chairman of Copperhead Charities.

Domestically, Golf Channel and NBC Sports will televise the Valspar Championship Presented by BB&T. Kevin Streelman is defending champion.

About The Valspar Corporation

The Valspar Corporation (NYSE: VAL) is a global leader in the paint and coatings industry. Since 1806, Valspar has been dedicated to bringing customers the latest innovations, the finest quality and the best customer service in the coatings industry.

About BB&T

BB&T is one of the largest financial services holding companies in the U.S. with \$182.7 billion in assets and market capitalization of \$23.8 billion, as of June 30, 2013. Based in Winston-Salem, N.C., the company operates 1,851 financial centers in 12 states and Washington, D.C., and offers a full range of consumer and commercial banking, securities brokerage, asset management, mortgage and insurance products and services. A Fortune 500 company, BB&T is consistently recognized for outstanding client satisfaction by J.D. Power and Associates, the U.S. Small Business Administration, Greenwich Associates and others. More information about BB&T and its full line of products and services is available at www.BBT.com. More information about BB&T Corporation is available at www.BBT.com/About.

About Copperhead Charities, Inc.

Copperhead Charities history of supporting charities through professional golf dates back to 1977, with funds generated exceeding \$30 million. The 2014 Valspar Championship will be the 14th full-field PGA TOUR event sponsored by the Copperheads.

The members of Copperhead Charities are Tampa Bay area community and business leaders whose two-fold goal is to provide a first-class professional golf tournament and raise funds for local charities. More than 50 Tampa Bay area charities actively participate in the Tampa Bay Championship through Birdies for Tampa Bay Charities.

Defending Champion Kevin Streelman joins a distinguished list of past champions that includes; K.J. Choi (2002 & '06), Retief Goosen (2003 & '09), Vijay Singh (2004), Jim Furyk (2010) and Luke Donald (2012). Singh and Furyk went on to win PGA TOUR Player of the Year honors in their victorious year, while Donald's win elevated him to #1 in the Official World Golf Ranking.

About PGA TOUR

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 100 tournaments on the PGA TOUR, Champions Tour, Web.com Tour, PGA TOUR Latinoamérica and PGA TOUR Canada.

The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in the communities in which it plays, and provide financial opportunities for TOUR players.

Worldwide, PGA TOUR tournaments are broadcast to nearly 945 million households in 225 countries and territories in 32 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2012, tournaments across all Tours generated more than \$122 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.8 billion.

The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

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