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LEGENDS RENO-TAHOE OPEN ENCOURAGES FANS TO VISIT TITLE SPONSOR DURING TOURNAMENT WEEK GRAND OPENING FESTIVITIES

RENO, Nev. (Summer 2009) – This summer, when taking in the Reno-Tahoe area's only PGA TOUR event Aug. 3 - 9, The Legends at Sparks Marina Reno-Tahoe Open invites golf fans to experience the area's first destination, entertainment, retail complex, The Legends at Sparks Marina. As title sponsor of the Legends Reno-Tahoe Open, The Legends at Sparks Marina offers visitors to the area a unique mix of retail outlets, restaurants and entertainment venues set to open with a 10-day celebration July 31 – Aug. 9. With free events taking place daily through the end of tournament play, The Legends' grand opening celebration includes a free headliner concert, fireworks, fashion shows, cooking demonstrations and more, all along the shores of the Sparks Marina and providing a great start to an exciting week of PGA TOUR golf.

"As title sponsor of the Legends Reno-Tahoe Open, The Legends at Sparks Marina has been a tremendous partner in helping to increase the tournament's visibility in our community and region, allowing for more funds to be raised that directly benefit charities in our area," said Michael Stearns, Legends Reno-Tahoe Open tournament director. "We are excited to celebrate with The Legends and invite tournament guests to visit The Legends at Sparks Marina to experience all it has to offer during its grand opening festivities."

The Legends at Sparks Marina is located at Sparks Boulevard directly off of Interstate 80 in Sparks, Nev., just two miles east of downtown Reno. Tenants set to open doors this summer at The Legends include Adidas, Ann Taylor Factory, Banana Republic Factory Store, Bath & Body Works, BCBG Max Azria, BCBGirls, Best Buy, Bose Factory Store, Cadillac Ranch, Carter's, Converse, Easy Spirit, FreshBerry Yogurt Cafe, Fuddruckers, GameStop, Gap Outlet, Patsy Grimaldi's Coal Brick-Oven Pizzeria, Gymboree Outlet, Guess Factory Store, GNC, Harry and David, Jazz, A Louisiana Kitchen, Kasper, Kenneth Cole, Jones New York, Lane Bryant Outlet, Leather Works, Lucky Nails, Michael Kors, Nike Factory Store, Nine West Outlet, Off Broadway Shoe Warehouse, Old Farmer's Almanac, Olive Garden, OshKosh B'Gosh, Rack & Pinz, Saks Fifth Avenue Off 5th, Samsonite Factory Outlet, Scheels, Skechers USA Outlet, Sprint, Styles for Less, Subway, Tommy Hilfiger, Target, Vans and Volcom.

In addition to the week-long Grand Opening Celebration festivities, The Legends also hosts a free Summer Music Concert Series on Saturdays June 20 through August 29, 2009 from 6 – 8 p.m., featuring a variety of musical performances from acts around the region.

For more information on The Legends at Sparks Marina, log on to www.ExperienceLegends.com.

For more information on this year's Legends at Sparks Marina Reno-Tahoe Open, including ticket sales, volunteer and sponsorship opportunities, visit www.LegendsRenoTahoeOpen.com or contact the tournament office at 775-322-3900.

The 11th annual Legends at Sparks Marina Reno-Tahoe Open, an official PGA TOUR event, takes place Aug. 3 – 9, 2009 at Montr  ux Golf & Country Club in Reno, Nev. As the PGA TOUR's only summer West Coast venue, the tournament is a regular full-field stop on the TOUR schedule and is part of the FedExCup series, a points competition for PGA TOUR professionals. The nationally-televised tournament brings in millions of dollars in coverage for the Reno-Tahoe region through its affiliation with The Golf Channel as it follows 132 PGA TOUR professionals competing for a share of the tournament's \$3 million purse. The Legends Reno-Tahoe Open is operated and managed by the Reno-Tahoe Open Foundation comprised of its members including RED Development's The Legends at Sparks Marina, Eldorado Hotel Casino, EMPLOYERS, Montr  ux Development Group, NV Energy, and Reno-Tahoe.

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