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LEGENDS AT SPARKS MARINA RENO-TAHOE OPEN TABS MICHAEL STEARNS AS NEW TOURNAMENT DIRECTOR

RENO, Nev. (Feb. 20, 2008) — With 23 years of golf tournament management experience under his belt, Michael Stearns has been appointed tournament director for the PGA TOUR's The Legends at Sparks Marina Reno-Tahoe Open. As the event moves into its 10th year, Stearns is focusing his efforts on increasing community outreach, sponsorships and attendance, and the spectator experience, while maintaining charitable contributions to northern Nevada non-profits. Having worked for more than 100 professional and celebrity tournaments held nationally and internationally, Stearns brings a wealth of experience to the PGA TOUR's only summer West Coast stop taking place July 28 – Aug. 3, 2008 at Montréux Golf & Country Club in Reno, Nev.

"As we head into our 10th year, the Reno-Tahoe Open Foundation looked for a tournament director with the experience and know-how to get the job done and we believe that Michael Stearns is the person to make it happen," said John Sande III, chairman of the Reno-Tahoe Open Foundation. "His experience with professional and celebrity-level golf tournaments throughout the country and internationally brings invaluable experience to The Legends at Sparks Marina Reno-Tahoe Open. We're fortunate to have the caliber of knowledge that Michael can bring to our event and we're looking forward to a phenomenal 2008 PGA TOUR event."

Stearns' experience stems from his work with IMG, the world's premier and most diversified sports, entertainment and media company, where he held the Director position for the golf division over the last 18 years. Responsibilities included overseeing strategic planning, business development, event marketing, community relations and operations. Additional strengths include strong ties with national brands and companies, television networks including GOLF CHANNEL, established national vendor relationships designed to maximize cost efficiency, and integrated and innovative marketing communications programs.

Stearns was tournament director for such notable tournaments as the Samsung World Championships at Bighorn Golf Club in Palm Desert, Calif., the ADT Championships at Trump International in West Palm Beach, Fla. and the LG Skins Game at Trilogy Golf Club in La Quinta, Calif., along with the Lincoln Financial Battle at the Bridges on Monday Night Golf airing on ABC networks. Stearns' work on these tournaments has provided access to such golf greats as Jack Nicklaus, Arnold Palmer, Tiger Woods, Lee Trevino, Ernie Els, Fred Couples, John Daly and Sergio Garcia, to name a few.

"I couldn't be more excited about the opportunity to take on this role with The Legends at Sparks Marina Reno-Tahoe Open," said Stearns. "Hosting a PGA TOUR event of this caliber in our own backyard gives the Reno-Tahoe community a remarkable opportunity to expose the region to areas around the globe. My desire is to encourage residents, golf fans and visitors to embrace and support it more than ever before, especially as we enter our 10th anniversary year. I believe in using television to help tell our story and with the ongoing partnership with GOLF CHANNEL we will continue to do just that. I'm looking forward to working with the community and its partners to ensure that this tournament exceeds expectations."

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Airing on GOLF CHANNEL in 2007, the exclusive cable network provider for the PGA TOUR, the tournament included 16 hours of coverage nationally and was broadcast on five continents and in more than 40 countries including Canada, the United Kingdom, France, Germany, Spain, Israel, Japan, China, Korea, Australia, New Zealand and Columbia.

Over the years, the tournament has had nearly 40 players who have won major championships and many Ryder Cup and President's Cup players including Fred Couples, Charles Howell III, Mark O'Meara, John Daly, Justin Leonard, Steve Elkington, Corey Pavin, Nick Faldo, Scott Verplank, Sergio Garcia and Vaughn Taylor. The Legends Reno-Tahoe Open is part of the FedExCup competition, a 37-week series beginning in January and concluding with a four-tournament playoff for \$35 million with the winner receiving \$10 million.

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 Legends at Sparks Marina Reno-Tahoe Open, an official PGA TOUR event, celebrates its 10th anniversary July 28 – Aug. 3, 2008 at Montréux Golf & Country Club in Reno, Nev. As the PGA TOUR's only West Coast summer 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 region through its affiliation with The Golf Channel as it follows 132 PGA TOUR professionals competing for a share of the \$3-million purse. The Legends Reno-Tahoe Open is operated and managed by the Reno-Tahoe Open Foundation, comprised of its members including Eldorado Hotel Casino, EMPLOYERS, Montréux Development Group, RED Development, LLC, Reno-Tahoe, America's Adventure Place and Sierra Pacific Resources.

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