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LEGENDS RENO-TAHOE OPEN CELEBRATES 10 YEARS IN 2008 AT MONTRÉUX GOLF & COUNTRY CLUB

New events and activities help fill PGA tournament's weeklong schedule

RENO, Nev. (June 18, 2008) – As the benchmark for professional sporting events in northern Nevada, the Legends at Sparks Marina Reno-Tahoe Open is preparing to celebrate its 10th anniversary in style. Welcoming a new tournament director, Michael Stearns, and adding new events and attractions to the weeklong tournament such as 18th Hole Après Golf entertainment, a "Taste of Reno" on Hole 17, the 16th Hole "Fiesta Loco," the "Kidz Par-Tee Zone" and the "Get Fit Fore Charity" walk, July 28 – Aug. 3, 2008 is set to be a week for the record books. And that's not all that's new to northern Nevada's only PGA TOUR event, featuring its first-ever title sponsor in RED Development's The Legends at Sparks Marina, everything from the spectator entrance to the tournament's food and entertainment offerings have been enhanced.

"This is a very pivotal time for the Legends Reno-Tahoe Open," said Michael Stearns, Legends Reno-Tahoe Open tournament director. "With all the upgrades we have planned, and now, moving into our 10th year, we're really well positioned to take a step up and start shooting for that unencumbered date on the PGA TOUR. We're doing more than ever to attract and retain visitors to the tournament who aren't necessarily golf fans, as well as to showcase the area and all that it has to offer guests when they come to visit the tournament. We already know that the players love coming here – now we just need to augment the spectator experience."

New additions to the 2008 Legends Reno-Tahoe Open start on the 16th hole with "Fiesta Loco," a fiesta-themed hospitality area featuring margaritas, a taco bar and even a Mariachi Band. Move along to the 17th green to experience a "Taste of Reno," serving appetizing offerings from local restaurants and upscale eateries, and introducing the tournament's new signature kabob, the "Niblick," named for wooden-shafted irons used in the early 20th century. Each evening, audiences are entertained on No. 18 with live "Après Golf" musical entertainment, and the "Kidz Par-Tee Zone" provides youngsters with a playful putting green, bounce houses, face painting and much more.

The Legends Reno-Tahoe Open also encourages fans to walk the course this year with two activities that provide great incentives. First, the tournament invites guests to "Get Fit for Charity" by participating in the first-ever, course-long pedometer walk. Proceeds from the sale of all "Get Fit for Charity" pedometers benefits local non-profit organizations, helping to achieve the Reno-Tahoe Open Foundation's mission of giving back to the northern Nevada community. Second, tournament-goers can enjoy the PGA action while participating in the VINO 100 Wine Walk, returning for its third go-round along the fairways at Montréux. Beginning each morning at 9 a.m. with mimosas on the putting green, walkers can sip samples from wineries around the world while strolling along the Sierra foothills and enjoying all that the Legends Reno-Tahoe has to offer.

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"We really want to enhance the spectator experience this year," said Rich Green, Legends Reno-Tahoe Open tournament manager. "By adding additional programming and activities for our guests we're hoping to demonstrate to people that there is more than just golf at the Legends Reno-Tahoe Open. It's something you can bring the whole family to because we offer a little something for everyone. "

All supplementary activities at the 2008 Legends at Sparks Marina Reno-Tahoe Open take place Thursday, July 31 – Sunday, Aug. 3. For more complete schedule information, visit www.LegendsRenoTahoeOpen.com.

For more information on this year's Legends at Sparks Marina Reno-Tahoe Open, including ticket sales, volunteer and sponsorship opportunities, contact The Legends at Sparks Marina Reno-Tahoe Open office at 775-322-3900 or visit its Web site.

The Legends 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 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 region through its affiliation with The Golf Channel and follows the 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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