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GOLF CHANNEL READY TO PROVIDE LIVE COVERAGE OF LEGENDS AT SPARKS MARINA RENO-TAHOE OPEN

Reno Native Keith Hirshland Returns to Produce July 28-Aug. 3 Event

RENO, Nev. (July 23, 2008) – The stunning scenery of the Montréux Golf & Country Club and the soaring drives of the PGA TOUR pros playing the Legends at Sparks Marina Reno-Tahoe Open will be televised live on Golf Channel all four days of the July 28-Aug. 3 event.

The Legends Reno-Tahoe Open will air live from 3:30-5:30 p.m. (PT) Thursday, July 31 and Friday, Aug. 1, with a 1:30-3:30 a.m. re-air the following morning. Both Saturday's third round and Sunday's final round will air from 3:30-6 p.m. (PT), with a 1-3 a.m. re-air the following morning. In addition, Golf Channel will re-air Sunday's final round on Monday, Aug. 4 from 10:30 a.m.-1 p.m. (PT).

In addition, the Legends Reno-Tahoe Open will air to a worldwide audience across four continents on either a live or delayed basis. It will air live to the United Kingdom and Japan and delayed to Canada, France, Spain, South Korea, China, Hong Kong, Malaysia, Indonesia, India, Bangladesh, Pakistan, Sri Lanka, Singapore, the Philippines, Thailand and to Armed Forces Radio.

Brian Hammons will handle hosting duties, with former PGA TOUR player Brandel Chamblee providing analysis alongside Hammons in the booth. Donna Caponi-Byrnes and Mark Lye will supply commentary and analysis from the course.

"The beauty of Brian Hammons is that he assesses the person with whom he works and goes just the right distance to make that person shine. There's no ego there. I'll set him up and get out of the way. I love working with Brian because I never have to worry about what my host is going to do," said Keith Hirshland, the Reno native who returns to his hometown to produce the telecast for Golf Channel.

"Brandel is one of those guys who does so many things well. His work in studio; he moves from behind the desk to an analyst role seamlessly and he has a great sense of the golf swing and what it means to be a Tour player. He's one of the smartest guys I've ever worked with there."

Hirshland has been the Senior Producer of Live Tournaments since Golf Channel went on the air in January of 1995. A 1973 graduate of Reno High School, Hirshland got his start in television helping his parents run local station KTVN. A veteran of hundreds of golf telecasts, Hirshland started working on golf events as a replay producer/associate producer for ESPN in 1990. He produced two SKINS GAMES for ABC in the early 1990s before being hired as a charter employee of Golf Channel in 1994.

Andy Young, Hirshland's director for the Legends Reno-Tahoe Open, is another golf telecast veteran who has been producing or directing golf telecasts for ABC/ESPN dating to the 1980s. Young currently works 10-15 events a year for Golf Channel and with Hirshland, brings one of the most experienced producer/director combos in television to Montréux.

(more)

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With all that experience behind him, Hirshland still remembers the first time he returned to his hometown in a professional capacity: the 2001 Legends Reno-Tahoe Open.

"I remember when I came back in 2001, it was kind of bittersweet. There was so much anticipation about going back to see my hometown, but then, there was a feeling of amazement at how much the place had grown," Hirshland said. "Whenever I get the opportunity to come back, I do, but at the same time, to go back in a professional capacity in my role for Golf Channel – especially following in my dad's footsteps in the industry – is a real proud moment for me."

Hirshland and his crew return to a Montréux course that is as technically challenging as it is spectacular to see. The Alpine qualities of the Jack Nicklaus-designed course provide a stunning backdrop, but one that comes with its own stunning issues for television.

"The frustrating thing is you can never capture how beautiful a place like Montréux is on TV," he said. "You can tell it's a pretty place, but you can never tell with the mountain setting and the elevation changes and the sheer beauty what Nicklaus did there. It's one of the most difficult courses in terms of layout and geography we travel to every year.

"I've had people say they watched it on TV and folks in our crew say they've watched it on TV and I got here and realized that it just doesn't translate just how stunning this property is. Even as pretty as we can make it look, it's one of those special places. It's near and dear to my heart spending 25 years of my life there and to have a showcase like that and say that was my hometown makes it more special."

Hirshland and his crew will have plenty of storylines to follow at Montréux, with sponsor exemptions and Stanford products **Michelle Wie** and **Rob Grube** joining major champions **Lee Janzen**, **Steve Elkington**, **Bob Tway** and **Mark Brooks** and past LRTO Champions **Notah Begay III**, **Will MacKenzie**, UNR fan favorite **Kirk Triplett** and Las Vegas resident **Chris Riley** in the field.

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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