



Mississippi Gulf Resort Classic
April 28 – May 2, 2010 | Fallen Oak
www.msgulfresortclassic.com

NEWS RELEASE

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Mississippi Gulf Resort Classic Offers the Ultimate Getaway Weekend for Four

Biloxi, Miss. (March 5) – One lucky golf fan who can answer five simple questions about the Gulf Coast and the Champions Tour will win the Ultimate Getaway Weekend for Four.

That's the unique promotion offered by the Mississippi Gulf Resort Classic, which will be played April 28-May 2 at Fallen Oak.

The promotion includes airfare, a four-night stay at the IP Casino, Resort Spa, a foursome in Thursday's Pro-Am, dinner, spa treatments and VIP limo service. It will be supported by Golf Channel commercials and online content through March. The winner will be chosen by random drawing in early April.

"This is a way to showcase the wonderful amenities of the Gulf Coast to the rest of the country," said Steve Nieman, tournament director. "One lucky group will have the time of their lives here during tournament week. We want everyone to know what this area has to offer as a tier one tourism destination. No other region has world-class fishing, championship golf and gaming like we do."

Tournament officials hope to draw more than 1 million correct entries during the month. To enter the contest, go to www.msgulfresortclassic.com.

"If you live here on the Gulf Coast, you already know how special this place is," said Brad Rhines, vice president of marketing for the IP, which is providing the grand prize. "It's time for the rest of the country to find out what we already know. This is a "stay and play" package on steroids."

The MGRC is one of 26 official events on the Champions Tour for 2010, and favorites Hal Sutton, Loren Roberts, Bernhard Langer, Tom Kite, Hale Irwin, Jay Haas and Fred Funk are expected to compete for the \$1.6 million purse and a \$240,000 winner's share. The tournament will be broadcast for 17½ hours by the Golf Channel.

About the Champions Tour

The Champions Tour is a tax-exempt membership organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. The Champions Tour conducted 25 official Charles Schwab Cup events offering \$48.9 million in prize money in 2009 and its highest average purse ever of \$1.96 million. The Champions Tour's primary purpose is to provide significant competitive and earnings opportunities for players age 50 and older; to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world. In addition to providing competitive opportunities for its membership, Champions Tour events also generate significant sums of money for charity. In addition to providing competitive opportunities for its membership, Champions Tour events generate significant sums of money for charity. The commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is president of the Champions Tour. TOUR headquarters is in Ponte Vedra Beach, Florida. Our web site address is PGATOUR.com.

About Fallen Oak

Opened exclusively for the guests of Beau Rivage Resort & Casino, the Tom Fazio-designed Fallen Oak epitomizes the quiet elegance found in many of the world's great golf courses. Located 15 minutes outside of Biloxi at the edge of the DeSoto National Forest, Fallen Oak has earned 12 national honors for a masterful design that brings strategic play options on holes that wind through ever-changing terrain and environments. The 7,487-yard course features elevation changes rarely seen at a Gulf Coast



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course and five sets of tees designed to challenge golfers of all abilities. For more information on Fallen Oak, please visit www.beaurivage.com or www.fallenoak.com.

About Bruno Event Team

Bruno Event Team (BET) is a Birmingham, Alabama-based sports marketing and event management company formed in 1996 by Ronald Bruno and Gene Hallman. BET manages more than 30 events per year under four divisions – Golf, ZOOM Motorsports, Five Star Catering and Think + Creative Services. It also manages events for the Alabama Sports Foundation. The company has more than 60 full-time employees and 20 intern and limited term employees in nine offices around the country. Visit www.brunoeventteam.com for additional information.