



Reno-Tahoe Open

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RICH GREEN JOINS THE RENO-TAHOE OPEN AS TOURNAMENT MANAGER

RENO, Nev. (February 27, 2006) — Rich Green joins Reno-Tahoe's premier sporting event, the PGA TOUR's Reno-Tahoe Open, as tournament manager. Green brings a wealth of knowledge and experience in the golf and sporting events industry to his new position where he will support the tournament director in developing event sponsorships and sales, as well as coordinating and managing tournament operations.

"Rich is a true golf advocate for this area, he knows the business and more importantly has been a long time supporter of the Reno-Tahoe Open," said Jim Kline, tournament director for the Reno-Tahoe Open. "He has strong contacts in the golf industry and understands what it takes to make a tournament a success. We look forward to having his fresh approach and inspiring dedication work towards the tournament."

Prior to his position with the Reno-Tahoe Open, Green worked as the director of sales and marketing for Fairways and Green Publishing Inc. where he created advertising and marketing programs that played a key role in developing Fairways and Greens into the number one regional golf, travel and lifestyle magazine for the West Coast. Working with Wolf Run Golf Club, Green was responsible for the redesigned Web site and creating new revenue sources through development of e-commerce programs, including incorporating online tee-time reservations, gift certificates and merchandising, in addition to assisting with advertising programs, brand awareness and membership relations.

With the Northern Nevada Golf Association (NNGA), Green help coordinated over 30 amateur golf events a year and became certified by the USGA and PGA as a golf rules official. Green is also an active apprentice in the PGA of America Golf Professional Training Program (GPTP) and still working toward his PGA Club Professional status and maintains a single digit golf handicap.

Another passion for Green was serving as an account executive handling media sales for various organizations including the Tahoe Yacht Club Foundation where he was responsible for the sales for the annual Lake Tahoe Concours d' Elegance event, north Lake Tahoe's vintage wooden boat show held each August.

"Those that know me, know I'm a strong ambassador for golf and believe that this region has one of the most outstanding golf products available—there's nothing else like it," said Green. "Having the opportunity to host a nationally recognized PGA TOUR event in Reno really solidifies our region as an attractive city for sporting events and I will work tirelessly with Jim Kline to maintain this prestigious event for our region."

The 2006 Reno-Tahoe Open PGA TOUR is scheduled for Aug. 21-27, 2006 at Montréux Golf & Country Club in Reno and is broadcast nationally on The Golf Channel. Now in its eighth year, the tournament is the only PGA TOUR event in northern Nevada and features a field of 132 PGA TOUR professionals competing for a \$3 million purse. The Reno-Tahoe Open is operated and managed by the Reno-Tahoe Open Foundation comprised of its members including the Eldorado Hotel Casino, International Gaming Technology, Montréux Golf & Country Club, Reno-Sparks Convention and Visitors Authority and Sierra Pacific Resources.

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