



Sept. 16, 2008

**FOR IMMEDIATE RELEASE**

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**PLAYING SPOTS AVAILABLE**  
**FOR LG SKINS GAME CELEBRITY PRO-AM**  
**NOV. 28 AT CELEBRITY COURSE IN INDIAN WELLS**

**INDIAN WELLS, Calif.** — Limited space is available to play in the LG SKINS GAME Celebrity Pro-Am Friday, Nov. 28 at the Celebrity Course at the Indian Wells Golf Resort. Entertainment and sports celebrity participants will be named soon. Those who participated in 2007 included singer **Pat Boone**, actors **Joe Mantegna**, **Haley Joel Osment**, **Cheech Marin**, **Judd Hirsch**, **Michael Weatherly**, **Richard Roundtree**, **John Callahan**, 1976 Olympic decathlon champion **Bruce Jenner**, **Super Dave Osborne**, former NFL player **Fred “Hammer” Williamson**, film producer and former United Artists Chairman and CEO **Jerry Weintraub**, television director **Dennis Smith**, famed sports producer **Don Ohlmeyer** and Celebrity Course designer **Clive Clark**.

The LG SKINS GAME Celebrity Pro-Am is a five-person shamble beginning at 10 a.m. (shotgun start). Participants in the LG SKINS GAME Celebrity Pro-Am receive: one playing spot in the LG SKINS GAME Celebrity Pro-Am; two tickets for the LG SKINS GAME Celebrity Pro-Am dinner on Friday, Nov. 28; four three-day tickets to the LG SKINS GAME; a Callaway gift card and gift package, and VIP parking for Friday, Nov. 28, equal to more than a \$3,000 value. For more information on participating in the LG Skins Game Celebrity Pro-Am at the Indian Wells Golf Resort, please contact Kim Denton at (702) 795-4727, or email to [kim@source1events.com](mailto:kim@source1events.com)

The LG SKINS GAME Celebrity Pro-Am is a fun, family event that enables the community to interact with celebrities while enjoying the Celebrity Course in tournament condition before two-time defending champion **Stephen Ames**, three-time major champion **Phil Mickelson**, five-time PGA TOUR winner **K.J. Choi** and U.S. Open runner-up **Rocco Mediate** compete in the \$1 million main event on Thanksgiving weekend, Saturday, Nov. 29 and Sunday, Nov. 30.

During LG SKINS GAME weekend at the Celebrity Course’s fans’ village, fans can participate in the “Beat the Pro” putting contest and earn a chance to win daily prizes by beating the pro’s score on the village’s 9-hole putting course. Fans’ donations to the contest are evenly split between the participating pro’s charity and a Coachella Valley-based charity to be determined. On Friday and Saturday, Callaway will offer free club fittings and swing analysis. The village also will feature a kids’ area for face painting.

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## **LG SKINS GAME CELEBRITY PRO-AM IS GREAT FUN FOR ENTIRE FAMILY**

LG Electronics also is providing an array of exciting prizes for LG SKINS GAME Pro-Am winners, including 37-inch LCD TVs for the first place fivesome, 26-inch widescreen LCD monitors (computer monitors) for the second-place fivesome, and Dare by LG mobile phones for the third-place fivesome. Closest to the pin on the 14<sup>th</sup> hole will win LG's 32-inch LCD TV, while the longest drive from the 6<sup>th</sup> tee will win a DVD Home Theatre System. A hole-in-one on the 16th hole wins a 60-inch LG plasma TV.

A limited number of tickets are available for the LG SKINS GAME. Fans can enjoy all three days of action with a three-day pass for \$75. Individual day tickets are priced at \$25 for Friday's LG SKINS GAME CELEBRITY PRO-AM; \$45 for Saturday's first round and \$35 for Sunday's final nine holes. There is also a daily VIP ticket for \$150 per day, or enjoy the three-day VIP ticket for \$300. Indian Wells residents will receive a special rate and can purchase their tickets at the Indian Wells Golf Resort Golf Shop or City Hall. Parking and shuttle service are free. Tickets may be purchased online at [www.indianwells.com](http://www.indianwells.com) or in person at the Indian Wells Golf Resort, 44-500 Indian Wells Lane, 8 a.m.-3 p.m., seven days a week, or Indian Wells City Hall, 44-950 Eldorado Drive, 8 a.m.-5 p.m., Monday-Friday. Tickets may also be available for purchase during LG SKINS GAME weekend. Children under 17 years of age are admitted free.

The popular event was first played in 1983 at the Desert Highlands in Scottsdale, Ariz. for two years before moving to Bear Creek Golf Club in Murrieta, Calif. in 1985. The Coachella Valley became a permanent fixture beginning in 1986. The TPC at PGA West in La Quinta, Calif. was home from 1986-1991 and then the site shifted to BIGHORN Golf Club in Palm Desert from 1992-1995. Rancho La Quinta Country Club in La Quinta, Calif. hosted from 1996-1998, followed by Landmark Golf Club in Indio, Calif. from 1999-2002. The LG SKINS GAME was played at Trilogy Golf Club in La Quinta, Calif. from 2003-2006. Indian Wells is its home from 2007 to 2009.

During the 26 years, the list of participants in the LG SKINS GAME reads like a who's who of the greats in golf – Arnold Palmer, Jack Nicklaus, Tiger Woods, Tom Watson, Lee Trevino, Gary Player, Mickelson, Fred Couples, Curtis Strange, Nick Faldo, Raymond Floyd, Tom Kite, Paul Azinger, Vijay Singh, Colin Montgomerie, the late Payne Stewart, Greg Norman, Mark O'Meara, Tom Lehman, Fuzzy Zoeller, John Daly, Sergio Garcia, Corey Pavin, Adam Scott, Peter Jacobsen, Jesper Parnevik, David Duval, Fred Funk, Ames, Zach Johnson, and the only female player, Annika Sorenstam.

### **About LG Electronics**

LG Electronics North America, based in Englewood Cliffs, N.J., is the regional headquarters of LG Electronics, Inc., a global force in consumer electronics, mobile communications and home appliances. In the United States, Canada and Mexico, LG Electronics sells a wide range of consumer electronics (digital display and digital media) products, mobile phones and digital appliances, under LG's "Life's Good" marketing theme. For more information about the title sponsor of the LG SKINS GAME, please visit [www.LGusa.com](http://www.LGusa.com) or [www.lgskinsgame.com](http://www.lgskinsgame.com).

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**LG SKINS GAME CELEBRITY PRO-AM IS GREAT FUN FOR ENTIRE FAMILY****About The City of Indian Wells**

The City of Indian Wells is a world-renowned residential and resort destination located in the heart of the Southern California Desert Resorts, only 20 minutes from Palm Springs International Airport. Indian Wells is home to the famed Indian Wells Golf Resort, which recently underwent an \$80 million transformation. Owned by the city and professionally managed by OB Sports, this upscale public access resort features the IW Club, a stunning, new 53,000-square-foot upscale clubhouse; The Celebrity and Players' Courses; a lighted natural grass putting course; spacious Golf Shop and Callaway Golf Performance Center, dining and banquet facilities, and more. Four luxurious hotels are conveniently located adjacent to the Golf Resort campus—Hyatt Grand Champions Resort, Villas & Spa; Indian Wells Resort Hotel; Miramonte Resort & Spa; and the Renaissance Esmeralda Resort & Spa. The city's unique attractions also include the state-of-the-art Indian Wells Tennis Garden, home of the Pacific Life Open; and The Living Desert, the only zoo and botanical garden dedicated to preservation of the desert eco-system. Premier city amenities encompass outstanding spas, restaurants, boutiques, and country club communities. Indian Wells enjoys the benefits of being one of California's wealthiest and financially well managed cities, and sponsors many sporting and cultural events including the LG Skins Game, Pacific Life Open, Desert Town Hall–Indian Wells lecture series, The Palm Springs International Film Festival, and Indian Wells Arts Festival.

**About IMG Sports Media**

IMG Sports Media, the sports production and distribution division of IMG Worldwide, is the world's largest independent producer and distributor of sports programming. IMG Sports Media produces more than 8,000 hours of television, online, mobile and radio sports content across 240 categories of sports, including golf, football (soccer), tennis, cricket, cycling, motor sports and mixed martial arts. IMG Sports Media also represents the broadcast rights to many of the world's premier sporting events and maintains the world's largest sports archive with more than 250,000 hours of footage. More information is available at [www.imgworld.com](http://www.imgworld.com).

**About ESPN Regional Television**

The nation's largest syndicator of collegiate sports programming, [ESPN Regional Television](#) (ERT) annually produces more than 900 sporting events. Programming includes football, basketball, NCAA events, golf and NHRA events accounting for more than 2,200 live and/or original hours of programming. In addition to event ownership, ERT is the production headquarters for [ESPNU](#), the 24-hour college sports network; syndication rights-holder and producer of national, regional and local shows for college conferences (e.g. – [BIG EAST](#), [Big 12](#), [Mid-American](#), [Sun Belt](#), [WAC](#)). ESPN Regional Television markets and/or owns several other sporting events, including collegiate football events: the Bell Helicopter [Armed Forces Bowl](#); [The Home Depot College Football Awards](#); the [MEAC/SWAC Challenge](#); the [New Mexico Bowl](#); the [PapaJohns.com Bowl](#); the [Pioneer Las Vegas Bowl](#); the [Sheraton Hawai'i Bowl](#); and the [St Petersburg Bowl](#); collegiate basketball events: the [Anaheim Classic](#) (Calif.); the [Charleston Classic](#) (S.C.); the [Old Spice Classic](#) (Walt Disney World Resort near Orlando, Fla.); the O'Reilly Auto Parts All-College Basketball Classic (Oklahoma City); the [O'Reilly Auto Parts Puerto Rico Tip-Off](#) (San Juan); the [O'Reilly ESPNU BracketBusters](#); and the [SEC/BIG EAST Invitational](#); as well as the [ESPN National Golf Challenge](#) presented by Callaway. For more information, visit [www.espnplus.com](http://www.espnplus.com).

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