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**AMES, MICKELSON, CHOI & MEDIATE MAKE UP
2008 LG SKINS GAME FOURSOME**

***TWO-TIME DEFENDING CHAMPION STEPHEN AMES,
3-TIME MAJOR CHAMPION PHIL MICKELSON,
FIVE-TIME PGA TOUR WINNER K.J. CHOI &
U.S. OPEN RUNNER-UP ROCCO MEDIATE
TO CHALLENGE EACH OTHER
IN THE 26th ANNUAL THANKSGIVING WEEKEND EVENT
AT THE CELEBRITY COURSE AT INDIAN WELLS GOLF RESORT***

INDIAN WELLS, Calif. — Two-time defending LG SKINS GAME 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** have been announced as the foursome to play in the \$1 million LG SKINS GAME, Thanksgiving weekend, Nov. 29-30, 2008 at the Celebrity Course at Indian Wells Golf Resort in Indian Wells, Calif.

The announcement was made jointly by ESPN Regional Television (ERT), IMG Media, LG Electronics USA, Inc. and the City of Indian Wells.

The golf event known to entertain guests Thanksgiving weekend is in its 26th year and will be produced by ESPN and aired on ABC Saturday, Nov. 29 from 1-3:30 p.m. EST and on Sunday, Nov. 30 from 3:30-6 p.m. EST (check local listings). This is the 18th year ABC has served as the U.S. broadcast home to the SKINS GAME.

“Top talent and interesting personalities epitomize the LG SKINS GAME, and 2008 is certainly no exception. As title sponsor of one of professional golf’s best-loved televised events, we are enthusiastic about this year’s players, a field that promises to deliver an exciting Thanksgiving weekend of world-class golf,” said Michael Ahn, President and CEO of LG Electronics North America.

“We’re thrilled to welcome the world-class players in the 2008 LG SKINS GAME to our top-ranked public access golf resort,” said City of Indian Wells Mayor Mary T. Roche. “And this year, players and spectators will have the added bonus of experiencing the fabulous amenities in our amazing new clubhouse – the IW Club – which opened to the public on Aug. 15.”

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AMES, MICKELSON, CHOI, MEDIATE MAKE UP 2008 LG SKINS GAME FOURSOME

"We're very excited to have Phil Mickelson, Rocco Mediate and K.J. Choi in this year's event to join Stephen Ames the defending champion," said Barry Frank, Vice-Chairman, IMG Media. "This is one of the premier fields we have ever had and I'm sure they will furnish some exciting golf."

"With Phil, Stephen, K.J. and Rocco, this is a field that viewers and golf fans will enjoy watching because there's not only the probability of some great golf, but the possibility of some great banter," said Tony Renaud, vice-president of new business for ESPN. "Phil is a veteran of the LG SKINS GAME and you know he and Rocco will have plenty of interesting things to say. We couldn't be happier to have these four standout players in our field this year."

"I've had a wonderful time at the LG SKINS GAME the past two years and winning has just been an added bonus," said Ames. "I'm a big fan of the Skins Game format, it's fun for both the players and the fans, and I'm thrilled about the chance to return this fall looking for a 'three-peat'. I'm especially excited, though, about the tremendous field they have lined up for this year. I think the fans are in for a treat."

Ames claimed victory at the LG SKINS GAME the past two years, earning more than \$1.2 million. The winner of three PGA TOUR victories, most recently the 2007 season-ending Children's Miracle Network Classic, Ames has five top-10s with his best finish of the season coming at the Mercedes-Benz Championship, where he finished third. Most recently, Ames tied for seventh at The Open Championship, and he is currently 27th on the official PGA TOUR money list.

Mickelson's appearance in this year's LG SKINS GAME is his third. He previously played in the 2002 and 2003 events, where he finished second and third, respectively. The two-time Masters champion, is currently third on the 2008 official PGA TOUR money list with more than \$4.6 million, has seven top-10s and two wins at the Northern Trust Open and the Crowne Plaza Invitational at Colonial. He is ranked second in the world and is third on the FedEx rankings. Mickelson has a career 34 PGA TOUR victories, including three major championship titles.

Choi has posted three top-10s this year, including a win. Choi is currently ranked 19th on the official PGA TOUR money list with more than \$2.1 million. Choi survived blustery final-round conditions at Waialae earlier this year, and closed with a 1-over 71 for a three-shot victory at the Sony Open in Hawaii. The wire-to-wire victory was Choi's fourth straight year with a PGA TOUR victory, joining Woods, Mickelson and Vijay Singh with active streaks that long.

Mediate challenged Tiger Woods in a 19-hole Monday playoff at this year's U.S. Open at Torrey Pines Golf Course in La Jolla, Calif. The 45-year-old has a career-total of five PGA TOUR victories and this year has posted two top-10 finishes. It was his performance at this year's U.S. Open that made him a fan favorite. In a bid to become the oldest U.S. Open champion, Mediate lost in a playoff to Tiger Woods. This was not any ordinary playoff, but a 19-hole duel that kept the world watching a full day after Sunday's round was complete.

Mediate finished regulation at 1-under-par 283 and held the clubhouse lead as Woods and Lee Westwood, both one stroke back, played the par-5 18th hole. Woods made birdie to force an 18-hole playoff. In the Monday playoff, Mediate made three consecutive back-nine birdies to take a one-stroke lead to the last hole. Woods made birdie to tie and force sudden death as both players shot even-par 71s. Woods parred the par-4 seventh hole, the first sudden-death hole, as Mediate made bogey after driving in a fairway bunker and missing a 20-foot par putt.

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The Celebrity Course, which opened November of 2006 to rave reviews, for the second consecutive year will host the LG SKINS GAME. Last year the par-72, 7,088-yard course lived up to expectations by giving the professionals a dramatic stage loaded with risk/reward scenarios. For example on the par-5, fourth hole Couples went for the island green in two, managing to avoid the water, but instead he found a green-side bunker. Then, in what will certainly make highlight clips for years to come, Couples holed-out for eagle and three skins worth \$75,000. In addition to competitive drama, the Clive Clark-designed Celebrity Course features aesthetic drama such as spectacular mountain views, streams, brooks and split-level lakes connected by cascading waterfalls. Vibrant desert wildflowers along with mature trees neatly frame the fairways and greens adding yet another dimension to the Celebrity Course's alluring charm.

The LG SKINS GAME's history began in 1983 when the popular two-day event was played 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.

Over the past 25 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, Phil 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, Stephen Ames, Zach Johnson, Brett Wetterich and the only female player, Annika Sorenstam.

Tickets for the 2008 LG SKINS GAME and LG SKINS GAME PRO-AM event may be purchased beginning Sept. 15th online at www.indianwells.com or in person at the Indian Wells Golf Resort 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 LG SKINS GAME weekend events – including the star-studded Celebrity Pro-Am – are fun for the whole family.

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 or www.lgskinsgame.com.

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AMES, MICKELSON, CHOI, MEDIATE MAKE UP 2008 LG SKINS GAME FOURSOME**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.

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.