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**TOP CALIBER ENTERTAINMENT AND SPORTS STARS TO TEE  
OFF IN NOV. 28 LG SKINS GAME CELEBRITY PRO-AM  
AT INDIAN WELLS GOLF RESORT CELEBRITY COURSE**

**INDIAN WELLS, Calif.** — Golf and celebrity seem to form a harmonious match. Golf is often the sporting outlet for many celebrities in the entertainment industry and professional athletes across all sports. It is said that business is done on the golf course and, with a stellar stockpile of talent on display for the **LG SKINS GAME Celebrity Pro-Am, Friday, Nov. 28** at the **Celebrity Course** at **Indian Wells Golf Resort**, fans of golf, sports and entertainment are inclined to reap the rewards.

Among the list of celebrities and sports and golf dignitaries slated to tee it up for the LG SKINS GAME Celebrity Pro-Am are actors **Don Cheadle, Greg Kinnear, Dennis Haysbert, Judd Hirsch, Rob Morrow** and **Brett Cullen**, musician **Dave “Phoenix” Farrell**, 1976 Olympic decathlon champion **Bruce Jenner**, former NFL player **Fred “The Hammer” Williamson**, film producer and former United Artists Chairman and CEO **Jerry Weintraub**, television director **Dennis Smith**, artist/writer/producer **Ken Ehrlich** and Celebrity Course designer **Clive Clark**.

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 and World No. 3 **Phil Mickelson**, seven-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.

Title sponsor LG Electronics is providing an array of exciting prizes for LG SKINS GAME Celebrity Pro-Am winners, including 37-inch LCD HDTVs for the first place fivesome, 26-inch widescreen LCD 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 Theater System. A hole-in-one on the 16th hole wins a 60-inch LG plasma HDTV.

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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## 2-2-2

### **LG SKINS GAME CELEBRITY PRO-AM FEATURES MANY ENTERTAINMENT & SPORTS STARS**

Renowned for its high entertainment value on Thanksgiving weekend, the LG SKINS GAME is in its 26<sup>th</sup> 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 18<sup>th</sup> year ABC has served as the U.S. broadcast home to the Skins Game.

A limited number of tickets are still 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., today through Sunday, or Indian Wells City Hall, 44-950 Eldorado Drive, 8 a.m.-5 p.m., today and Wednesday. Children under 17 years of age are admitted free.

In the LG SKINS GAME, players compete for money for each hole rather than the low score for the round. A player must win a hole outright to win a skin. If a hole is tied, the skin(s) and money carry over to the next hole. Each of the first six holes (one through six) will be worth \$25,000. Each of the second six holes (seven through 12) will be worth \$50,000. Holes 13 through 17 will each be worth \$70,000, and the 18<sup>th</sup> hole, the LG Super Skin, will be worth \$200,000. The foursome will play for \$300,000 on Saturday and \$700,000 on Sunday. Twenty percent of the winnings (\$200,000 total) will be donated to the players' favorite charities.

The photogenic Celebrity Course, which opened in November of 2006 to rave reviews, hosts the LG SKINS GAME for the second consecutive year and will host the event through 2009. 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.

During 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, Gary Player, Lee Trevino, Fred Couples, Curtis Strange, Nick Faldo, Raymond Floyd, Tom Kite, Paul Azinger, Vijay Singh, Colin Montgomerie, 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, Zach Johnson, and the only female player, Annika Sorenstam.

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 for the event 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.

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### 3-3-3

## LG SKINS GAME CELEBRITY PRO-AM FEATURES MANY ENTERTAINMENT & SPORTS STARS

### 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).

### 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 Indian Wells Tennis Tournament; 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, the Indian Wells Tennis Tournament, 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).