

THE ACE GROUP



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NEWS RELEASE

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PETER JACOBSEN TO HOST 2009 ACE GROUP CLASSIC *Tournament Moves to Brand-New TPC Treviso Bay*

Naples, FL – Tournament officials for The ACE Group Classic have announced that Bonita Springs resident and PGA TOUR veteran Peter Jacobsen will host the 2009 tournament, which officially becomes The ACE Group Classic hosted by Peter Jacobsen. In addition, the tournament will move to newly-created TPC Treviso Bay on Tamiami Trail in East Naples, Florida. The Champions Tour event will celebrate its 22nd year in Southwest Florida from February 16 – 22, 2009.

“I am extremely excited to host the upcoming ACE Group Classic,” said Jacobsen. “This event is widely regarded as one of the premier events on the Champions Tour. I plan on being an active part of the growth and impact of this event on our great community. The ACE Group Classic has always been a favorite of the players for three reasons – the title sponsor, the ACE Group, with their focus on hosting a first-class event serving players, spectators, and local charities; one of the Champions Tours top-notch volunteer groups, boasting nearly 1,000 volunteers; and of course, the tremendous support of the Southwest Florida golf fans who annually push the 100,000 mark in attendance for the week. I also think everyone from the players to the fans will be really excited to see our new host venue, TPC Treviso Bay.”

“We’re pleased to have this association with Peter Jacobsen and the TPC,” said Richard Tallo, ACE Group senior vice president of marketing and communications. “Peter’s ties to the Southwest Florida region made this a natural fit for him, and it allows us to continue to build on the fantastic community support that has been a staple of The ACE Group Classic.”

As part of Jacobsen’s commitment, he will be an active recruiter for The ACE Group Classic and ensure that the event continues to draw an elite field. Jacobsen will also serve as a guest on-air personality for The Golf Channel broadcasts following the conclusion of his round each day. Additionally, Jacobsen’s business and on-course successes will enhance the overall atmosphere of the event, and he will be a dynamic asset in assisting with local and national promotions through his name and his company, Peter Jacobsen Sports.

The Tournament will feature a new logo incorporating a “hosted by Peter Jacobsen” tag.



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Jacobsen is recognized as one of golf's greatest ambassadors. He won seven times on the PGA TOUR and two major championships on the Champions Tour. He joined an exclusive club with Arnold Palmer and Jack Nicklaus as the only players to win two majors to start their over 50 career. Among his many accomplishments, Jacobsen has hosted his own shows on The Golf Channel, *Peter Jacobsen Plugged In* and *Peter and Friends*.

The new host venue for the ACE Group Classic, TPC Treviso Bay, will not be open for member play until December 1, 2008, but the area is already abuzz about Southwest Florida's only PGA TOUR facility.

"The opening of our spectacular Arthur Hills/Hal Sutton-designed golf course at TPC Treviso Bay is a significant milestone for our family and a testament to our great partnership with our friends at the PGA TOUR," said Sanjay Kuttemperoor, president of V.K. Development Corporation. "We can't think of a better way to showcase the golf course and the Treviso Bay development to the Southwest Florida community than to host the ACE Group Classic. Hosting this outstanding event on the heels of our opening not only speaks to the enormous potential of the course, but also to our commitment to support charitable programs in Collier County through the ACE Group Classic. We look forward to working with Peter Jacobsen, the ACE Group, the PGA TOUR, the Northside Naples Kiwanis Foundation and Octagon to make this tournament one of the premier events on the Champions Tour, as well as positively impact the lives of thousands of children and families in the local community."

"We're delighted Peter Jacobsen will now be hosting The ACE Group Classic and that the tournament is moving to the new TPC Treviso Bay," said Mike Stevens President of the Champions Tour. "The ACE Group Classic is one of the hallmarks of the Champions Tour's Florida Swing. We expect the venue, co-designed by Champions Tour player Hal Sutton, will be one of the top golf courses we play all year."

"The ACE Group Classic is thrilled to be associated with TPC Treviso Bay," said Tournament Director Jason Camp. "Throughout our history, we have showcased many of the top courses in Southwest Florida, most-recently Quail West for two record-setting years. The first-class amenities and Tour-quality course conditions make this club second to none. The move will offer many fans their first glimpse at TPC Treviso Bay this February 16 – 22."

Octagon, the tournament managers of The ACE Group Classic for the past 12 years, will continue in a similar role, in partnership with Peter Jacobsen Sports.

For more information on the ACE Group Classic, visit www.acegroupclassic.com.

About The ACE Group of Companies

The ACE Group of Companies is a global leader in insurance and reinsurance serving a diverse group of clients. Headed by ACE Limited, the ACE Group of Companies conducts its business on a worldwide basis with operating subsidiaries in more than 50 countries. Additional information can be found at: www.ancelimited.com.



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About Treviso Bay

Located 10 minutes from Naples' vibrant downtown district, Treviso Bay is Naples' newest luxury golf and lifestyle master planned community. When complete, the community will feature 1,200 architecturally diverse residences in a variety of distinctive neighborhoods designed by a collection of preferred builders, each with its own character and charm. Complementing the residences and TPC Treviso Bay will be an outstanding array of lifestyle and recreational amenities including the 33,000 square-foot European style Buona Vita Club & Spa, scheduled for completion in 2010; and the Odyssey Treviso Bay Marina Club, providing limited dry dock storage for the community's residents, as well as lounge facilities and concierge launch service. Treviso Bay is bordered on the south by the Rookery Bay National Estuarine Reserve, one of the few remaining undisturbed mangrove estuaries in North America.

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. In 2008 the Champions Tour featured 29 official events offering \$55.5 million in prize money and an average purse of \$1.92 million. The Champions Tour operates under the umbrella of the PGA TOUR, which includes the PGA TOUR, Champions Tour and Nationwide Tour. The Champions Tour's primary purpose as an entity of the PGA TOUR 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. The commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is president of the Champions Tour. The PGA TOUR is headquartered in Ponte Vedra Beach, Florida.

About Peter Jacobsen Sports

Founded in 1988, Peter Jacobsen Sports (www.peterjacobsensports.com) is a full-service sports and entertainment marketing firm that specializes in event sales, management and operations, sponsorship consulting and player/talent relations. The company is independently owned and has offices nationwide, including Portland, Ore., Bonita Springs, Fla., New York, N.Y. and Providence, R.I. The company also jointly owns and operates Style Villa Sports entertainment properties with BDR Marketing Group. PJS clients include Lexus, Ketel One Vodka, CVS Caremark, JELD-WEN, Save Mart Supermarkets and Amway Corporation.

About Octagon

Octagon is the world's largest sports and entertainment representation and marketing agency, with global expertise in consulting, athletes & personalities, event management, property representation, marketing solutions, licensing and merchandising and talent procurement. As part of The Interpublic Group (NYSE:IPG), one of the world's leading organizations of advertising agencies and marketing services, Octagon employs more than 1,000 people in 60 offices around the world. Octagon's Golf Division manages two Champions Tour events, three LPGA Tour events and one Nationwide Tour event. Additionally, Octagon's Golf Division represents many of golf's top professionals including Grace Park, Christina Kim and Beth Daniel, and has the marketing rights to brothers Bobby and Lanny Wadkins.

About V.K. Development Corporation

V.K. Development Corporation (VK) and its affiliated companies were founded in 1978 by Chairman and CEO Dr. Vincent Kuttemperoor and are owned by the Kuttemperoor family. VK's corporate headquarters is in Brookfield, Wisconsin. VK operates in Wisconsin, Florida and North Carolina. VK's Florida operations are managed by Sanjay Kuttemperoor (President) and VK's Wisconsin operations are managed by Ajay Kuttemperoor (President). The company focuses on developing commercial and mixed use development, master planned communities, hotels and senior housing. VK's master planned communities offer enhanced lifestyle options for the residents who live there and the businesses that locate there. High quality construction and responsible development serve as the cornerstones of the organization. In addition to Treviso Bay, V.K. Development communities currently under various stages of development include Tillery Coves, a golf community in North Carolina, Prairie Ridge in Pleasant Prairie, WI, and Port Vincent, a lakefront golf community just north of Milwaukee in Port Washington, WI.

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