

THE ACE GROUP



CLASSIC

HOSTED BY

*Peter Jacobsen*

## **NEWS RELEASE**

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## **THE ACE GROUP CLASSIC ANNOUNCES THE FIRST TEE CHAMPIONS CHALLENGE**

**Naples, FL** – The ACE Group Classic hosted by Peter Jacobsen is partnering with The First Tee of Naples/Collier and The First Tee of Philadelphia to present The First Tee Champions Challenge on Sunday, February 22. The First Tee Champions Challenge will pit two teams representing two First Tee Chapters in a one-hole challenge to receive The First Tee Champions Challenge Trophy. The winning team will be allowed to display the trophy at their First Tee Chapter until the 2010 ACE Group Classic.

“We are excited to debut The First Tee Champions Challenge following the conclusion of The ACE Group Classic,” said Tournament Director Jason Camp. “We have created this event to highlight The First Tee and the wonderful work they do in communities across the United States and we expect it to become an annual part of The ACE Group Classic.”

The First Tee Champions Challenge will feature two foursomes competing in a one-hole scramble event on the 18<sup>th</sup> hole of TPC Treviso Bay following the conclusion of The ACE Group Classic. One foursome will represent The First Tee of Naples/Collier and the other foursome will represent The First Tee of Philadelphia. The teams will be comprised of two members of that particular First Tee Chapter, one Champions Tour professional and one First Tee corporate executive.

The ACE Group’s Philadelphia office is located near The First Tee of Philadelphia and has promoted the Chapter for many years. John Lupica, president and CEO of ACE USA, supports the concept. “This challenge is a great idea to showcase The First Tee and two deserving members from both Chapters,” said Lupica. “The ACE Group of Companies’ involvement was a natural fit. We have a great relationship with the Philadelphia Chapter and funds from The ACE Group Classic have created a solid foundation for the Naples/Collier Chapter.”

Reinhold Schmieding, founder and president of Arthrex, co-founder of The First Tee of Naples/Collier will represent the local Chapter. The First Tee of Naples/Collier has selected Rene Kelly and Katie McLaughlin to represent their Chapter. Rene has completed her Eagle certification in the Life Skills curriculum and represented the Naples/Collier Chapter in the Walmart First Tee Open at Pebble Beach in 2008. Katie has completed Birdie certification in the Life Skills curriculum and participated in last year’s USGA Scholar-Athlete Games in Rhode Island while representing The First Tee of Naples/Collier.



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“Arthrex is proud to support the mission of the First Tee that combines the social and athletic building attributes of golf with the education of integrity for children in our community,” said Schmieding.

“The First Tee has had a strong first year here in Naples,” said Tom Flood, president and CEO of Collier Enterprises, co-founding sponsor of The First Tee of Naples/Collier, “The First Tee Champions Challenge provides an opportunity to demonstrate the success and value of the program to the entire community.”

Champions Tour professional Gary Koch will represent the Naples/Collier team and Jay Sigel will represent the Philadelphia team.

The ACE Group Classic tickets and information can be found by calling 1-800-566-3470 or visiting [www.theacegroupclassic.com](http://www.theacegroupclassic.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](http://www.ancelimited.com).

#### **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 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.

#### **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.



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#### **About Peter Jacobsen Sports**

Founded in 1988, Peter Jacobsen Sports ([www.peterjacobsensports.com](http://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 Golf & Outdoors**

Octagon Golf & Outdoors is a division of Octagon, the world's largest sports and entertainment representation and marketing agency. Octagon Golf & Outdoors focuses on premium event/property management, developing key player relationships and providing strategic corporate solutions. The division currently manages two Champions Tour events, two LPGA Tour events, one Nationwide Tour event, the 2009 U.S. Amateur and the Toyota Texas Bass Classic. Additionally, Octagon Golf & Outdoors represents famed teaching professional Hank Haney and numerous PGA TOUR, LPGA Tour and Champions Tour professionals. For more information visit [www.octagongolf.com](http://www.octagongolf.com).

