

THE ACE GROUP



CLASSIC

HOSTED BY

Peter Jacobsen

NEWS RELEASE

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2009 ACE GROUP CLASSIC BREAKS ATTENDANCE MARK, BENEFITS NAPLES COMMUNITY *Tournament Returns to TPC Treviso Bay in 2010*

Naples, FL – Tournament officials confirmed that the 2009 ACE Group Classic hosted by Peter Jacobsen was a success in its inaugural year at TPC Treviso Bay. Attendance for tournament week surpassed 110,000 for the first time in the event's history and proceeds totaling \$232,100 have been donated to fourteen local charities. Additionally, officials for the ACE Group have confirmed that they will continue as the title sponsor of the 2010 event that will return to TPC Treviso Bay.

“ACE is proud of its long-term association with The ACE Group Classic and, in turn, the support provided to charitable organizations in Southwest Florida,” said Richard Tallo, Senior Vice President of North America Communications and Marketing for the ACE Group. “We are pleased to continue our sponsorship of the event through 2010 and look forward to another successful year.”

The 2009 tournament exceeded 110,000 spectators for the week in its debut on the new TPC Treviso Bay development. Comments from players, sponsors and fans on the move were overwhelmingly positive. Galleries around the 18th hole swelled down the stretch as fans anxiously followed the final groups to the finish. Loren Roberts won his second career ACE Group Classic title with a birdie on the final hole to beat Gene Jones.

“We couldn't be happier in the support we received from our 2009 event and the move to TPC Treviso Bay,” said Tournament Director Jason Camp. “We have received confirmation from the ACE Group that they felt the same way and want to be back here again in 2010, which is obviously very important news for the future of this event.”

Tournament donations benefit fourteen area charities including educational institutions, human services agencies and health organizations working to aid individuals and their communities. The Northside Naples Kiwanis Foundation is the tournament's host charity. The Education Foundation of Collier County and The First Tee of Naples/Collier County are the other main beneficiaries. “Through these contributions, The ACE Group Classic will have a lasting impact on the people of Southwest Florida well past tournament week,” said Camp.



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Steve LeBlanc

“Northside Naples Kiwanis Foundation is proud to be recognized as the official host charity of The ACE Group Classic and looks forward to a successful and prosperous future for both the tournament and the charitable causes supported by the foundation,” added Steve LeBlanc, The ACE Group Classic project manager for the Northside Naples Kiwanis Club. “Over the past ten years, NNKF has been able to distribute over \$200,000 of tournament proceeds directly to the Southwest Florida community.

“Our second year in partnership with The ACE Group Classic was a tremendous success,” said Cindy Darland, Executive Director of The First Tee of Naples/Collier County. “The First Tee of Naples/Collier County is grateful for the Tournament’s financial support, in addition to the promotional support of tournament staff and Champions Tour professionals. Their endorsement of our program will make a lasting impact on the youth of Naples.”

Other charities supported by the Tournament include the YMCA of the Palms, American Red Cross of Collier, Alzheimer’s Support Network, MS Home, Allie Dowd Foundation, Conservancy Center, Seacrest Community School, Make-A-Wish Foundation, Humane Society, Big Brothers/Big Sisters of Southwest Florida and The First Tee of Philadelphia. The ACE Group Classic has a recognized tradition of charitable donation. In the 21 years that the Champions Tour event has been in Naples, over \$2 million has been donated to various initiatives with the ACE Group of Companies being the title sponsor since 1999.

For more information on the tournament, visit www.acegroupclassic.com

About The ACE Group

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



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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 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.

