

PHILIPS INVITATIONAL HONORING HARVEY PENICK



The Philips Invitational "What an awesome effort for a first year event! Without a doubt the best run first year event in my 13+ years on Tour."

Deb Richard, LPGA professional

"Thank you for a memorable event!"

Akiko Fukushima

"Congratulations on running a First Class event. I look forward to returning next year."

Michelle McGann



This marks the first year for the playing of the Philips Invitational Honoring Harvey Penick. The field will be competing for a portion of the \$800,000 total purse at Onion Creek Club in Austin, Texas.

In 1978, Onion Creek hosted the very first Legends of Golf; the event started the popular Senior PGA Tour. Last year, professional golf returned to Onion Creek Club. Once again, golf success of the Legends of Golf. In hosting The Philips Invitational Harvey Penick, Onion Creek Club and the title sponsor, Philips Electronics have brought a premier women's event to Austin. This is the only full-LPGA tournament in Texas and with a purse of \$800,000, is fast becoming one of the major women's golf events in the LPGA. The Philips Invitational was nationally televised on CBS on Saturday through Sunday and was attended by thousands of spectators from across the state and beyond.

CBS

May 22 1:00 - 3:00 P.M.

May 23 1:00 - 3:00 P.M.

Other activities during the week included Monday and Wednesday Pro-tournaments, a gala dinner and pairings party, Super Tuesday Skins Game and Hole-In-One-Contest, and a junior golfer's clinic. Money raised from the week's events will benefit the Neighborhood Longhorn Program, between the University of Texas and the Austin community to support students in grades 3 through 8.

Harvey's sixty years of keeping notes on his experiences as a teaching pro have been translated into four books by author Bud Shrake. "Little Red Book" is the best-selling sports book ever published and was on the New York Times bestseller list for over 52 weeks. Harvey's simple and direct practical instruction and his way of relating to golfers from all walks of life lead him to legions of loyal fans. It is his legacy of universal goodwill prompted the Philips Invitational to remember Harvey by recognizing teaching professional of the year with the Harvey Penick Award at the tournament.

"In a demonstration of the breath of its product line, Philips Electronics showcased everything from thermometers to televisions and introduced several new market entries at its annual Line Show", said Morgan Rees, Vice President, Global Brand Management. "The Line Show accompanies the Philips-sponsored LPGA Invitational Honoring Harvey Penick at Onion Creek Golf Club in Austin, Texas, May 20-23. In addition Philips is a major sponsor of several other public and industry events this year. For example, the Philips Arena in Atlanta. Of special note is Philips' works with Kips Bay Boys & Girl Club in New York. Philips also is major sponsor of the HARRIS/PBS DTV Express, as well as a participating sponsor of Disney's Ultimate Home Theater Experience exhibit at Epcot Center and NASCAR.

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(Continued)

Channel Activities

- Leveraging The Philips Invitational Honoring Harvey Penick (May 22-23)
- Retail Promotion
 - “Crenshaw Salute to Harvey Penick” HDTV Video
 - 20 minute video of “the moment,” plus golf tips
 - Gift-with-purchase of HDTV
 - Possible Philips-branded special edition of Penick’s “Little Red Book”
 - In-store retail events (May 22)
 - Retailer partners with Philips to host “Focus Your Game” seminars in store:
 - 10 “digital ready” cities
 - Watch tournament, Crenshaw video in-store in HDTV
 - Local pros provide color commentary and tips on putting and golf swings
 - Grassroots media push

Public Relations

- Crenshaw Media Tour (mid-May)
 - One -day tour drives tournament viewership
 - Focus on broadcast
- On-site press activities (May 22 - 23)
 - Media Reception
 - Product Tent
 - CBS Broadcast Crew Dinner
- CE Line Show (May 20-21)
 - 10 - 20 CE Media Influencers to Austin
 - Executive presentations, product line show, plus dinner, and round of golf with LPGA pros