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RENO-TAHOE OPEN FOUNDATION APPOINTS JANA SMOLEY AS RENO-TAHOE OPEN EXECUTIVE DIRECTOR

RENO, Nev. (Nov. 13, 2009) – The Reno-Tahoe Open Foundation today announced that it has selected a new Executive Director to head the area's only PGA TOUR event. Jana Smoley was named executive director of the Reno-Tahoe Open at a 9 a.m. press conference at the Boys & Girls Club of Truckee Meadows by Foundation Chairman John Sande III and board member Sen. Randolph Townsend.

"Selecting Jana as our new Executive Director was an easy decision for us to make," explained Sande. "She has played a critical role both as a board member and volunteer for the tournament and we look forward to her being able to concentrate efforts now as our Executive Director, helping the tournament to continue its forward momentum."

"Jana's passion and commitment to this event when she was a volunteer salesperson has resonated not only with the local board in Reno, but with many of us here at TOUR headquarters," said Donna Fiedorowicz, senior vice president, tournament business affairs for the PGA TOUR. "Since stepping in to fill the vacant leadership position, Jana has refocused the staff and begun to reposition this event in a way that will provide stability and value to each and every sponsor involved. We are very pleased with the board's selection and look forward to working closely with Jana and the entire team at the Reno-Tahoe Open."

Since its inception in 1999, the Reno-Tahoe Open has contributed more than \$1.8 million to charities throughout the northern Nevada. And with the appointment of a new Executive Director the Foundation feels it is well poised to continue supporting area non-profits, which is a major component in the mission of the PGA TOUR. Another component the board feels is a driver toward future success is the tournament's new date, July 12 – 18, 2010, nearly one month prior to its traditional August date.

"It is my goal to continue working toward financial health so that with each passing year, the tournament continues supporting all of the wonderful charities in our community," said Smoley. "I will continue to work passionately toward securing sponsors from around the region as well as working together with the board of directors to create new strategies to help the region benefit in both room nights and exposure. On that note, I am very excited and look forward to our new July date, which gives the tournament many new opportunities including a better field of athletes, improved television broadcast times and more chances at higher-level sponsorships, in addition to the chance to develop a new working relationship with the American Century Celebrity Golf Championship at Lake Tahoe."

Smoley takes the helm at the Reno-Tahoe Open effective immediately, alongside its existing support staff.

For more information on the 12th annual Reno-Tahoe Open, including ticket sales, volunteer and sponsorship opportunities, visit www.RenoTahoeOpen.com or contact the tournament office at 775-322-3900.

The 12th annual Reno-Tahoe Open, an official PGA TOUR event, takes place July 12 - 18, 2010 at Montréux Golf & Country Club in Reno, Nev. As the PGA TOUR's only summer West Coast venue, the tournament is a regular full-field stop on the PGA TOUR schedule and is part of the FedExCup series, a points competition for PGA TOUR professionals. The nationally-televised tournament brings in millions of dollars in coverage for the Reno-Tahoe region through its affiliation with The Golf Channel as it follows 132 PGA TOUR professionals competing for a share of the tournament's \$3.5 million purse. The Reno-Tahoe Open is operated and managed by the Reno-Tahoe Open Foundation, comprised of its members including Eldorado Hotel Reno, EMPLOYERS, Montréux Development Group, NV Energy and RED Development's The Legends at Sparks Marina.

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