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Top NCAA Head Coaches and Celebrities Meet their Rivals on the Links

Chick-fil-A Bowl Alma Mater at Reynolds Plantation Offers \$375,000 Scholarship Purse

Greensboro, Ga. (April 7, 2008) – On April 29, the Chick-fil-A Bowl Alma Mater at Reynolds Plantation, the nation's premier head coach and celebrity golf event, will again assemble a "who's who" list of teams competing against their rivals for a \$375,000 scholarship purse.

The field will include defending champions Frank Beamer and Dell Curry of Virginia Tech and an impressive list of top NCAA head coaches and celebrities. In all, 14 teams are scheduled to hit the links – all vying for the \$100,000 first-place prize.

Newly added teams from Boston College – including head football coach Jeff Jagodinski and actor Chris O'Donnell – and UConn – with head basketball coach Jim Calhoun and former NBA forward Donny Marshall – will help make this the most elite coach and celebrity golf event in the country.

Other returning players include Ralph Friedgen (Maryland), Jim Grobe (Wake Forest), Mark Richt (Georgia), Nick Saban (Alabama), Steve Spurrier (South Carolina) and Tommy Tuberville (Auburn).

More new teams will be announced in the weeks leading up to the event.

"This field of coaches and celebrities is simply awesome," said Gary Stokan, Chick-fil-A Bowl president. "One thing is for sure, this year's match will be even more toughly contested than last year's. These guys are coming out here to win."

The Chick-fil-A Bowl Alma Mater at Reynolds Plantation features pairings that include a university head coach and a celebrity alumnus from the same school competing in a scramble format against other university teams from around the country.

The celebrity round will be taped for broadcast and aired nationally by CBS from 2 – 4 p.m. (ET) on Christmas Day. The made-for-TV portion is being produced by Savlov Consulting, Inc.

"Reynolds Plantation is excited to be hosting, for a second year, the Chick-fil-A Bowl Alma Mater at Reynolds Plantation – designated the "Best of the Best" golf community by *Robb Report*," said Bob Mauragas, vice president of golf operations at Reynolds Plantation. "The powerful combination of this wonderful event broadcast on CBS on Christmas Day and the championship golf course, The Oconee, designed by Rees Jones, makes this an unparalleled partnership."

In addition to the \$375,000 scholarship purse, another \$50,000 of the proceeds will be donated to the Reynolds Foundation.

“We are blessed to be in a position to give back through this event and continue our support of college scholarships and our community by donating a total of \$425,000 back to the participating universities and the Reynolds Foundation,” Stokan said.

For more information on the event, visit www.Chick-fil-ABowlAlmaMater.com.

About the Chick-fil-A Bowl

The Chick-fil-A Bowl is the ninth-oldest bowl game in the country and hosts the longest-running rivalry series between the ACC and SEC. In the last 16 years, the ACC and SEC are tied at 8-8 with only one point separating the two conferences in total points (ACC: 298, SEC: 299). Ten of the last 16 games have been decided by a touchdown or less. The Chick-fil-A Bowl has disbursed more than \$84 million in its 40-year history, ranking it 7th among all bowl games in cumulative payout. The Bowl also leads all other bowl games in charitable contributions, giving more than \$1 million to organizations in need in 2007 alone.

About Reynolds Plantation

Reynolds Plantation is a Linger Longer Community providing an award-winning lifestyle with world-class amenities. Named the “Best of the Best” Golf Community by *Robb Report* and the community with the “Best Golf” by *GOLF MAGAZINE Living*, Reynolds Plantation, located between Atlanta and Augusta, Georgia, is a golf and lake community with more than 80 miles of shoreline on Lake Oconee. The community features 99 holes of championship golf from designers Bob Cupp, Jack Nicklaus, Tom Fazio, Rees Jones and Jim Engh, who designed the community’s first member-only course. Reynolds Plantation is also home to The Reynolds Golf Academy, as well as the TaylorMade Performance Lab and the Kingdom at Reynolds Plantation. The community offers members a variety of dining options, swimming pools, pedestrian trails, three full-service marinas and The Lake Club Wellness Campus and award-winning Tennis Center. Site of the first-ever *GOLF MAGAZINE* Dream House and the first-ever *Golf Digest* Signature Home, another “ultimate golf home” debuted in 2008 – the first-ever *TRAVEL + LEISURE GOLF* Cottage, located at the Creek Club golf course. Reynolds Plantation is also home to the AAA Five Diamond Award-winning Ritz-Carlton Lodge, a 251-room lakefront resort and spa ranked No. 5 in the “Top 100 Golf Resorts” worldwide by *Condé Nast Traveler Magazine*. Linger Longer Communities is also the developer of Reynolds Landing and Achasta. For more information, call 800-800-5250 or visit www.reynoldsplantation.com.

About Savlov Consulting, Inc.

The Chick-fil-A Bowl Alma Mater at Reynolds Plantation was created by Scott Savlov of Savlov Consulting, Inc. Savlov has been involved with made-for-television shows for the last 20 years. Over that time he has created and executive produced such events as The Par 3 Challenge on Fox, the Under Pressure Challenge on CBS and Rock the Rock from Alcatraz on VH1.