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For media inquiries, contact Traci Buch
tbuch@reynoldsplantation.com
(706) 467-1687

Georgia Tech and UCLA Join the Field for the Chick-fil-A Bowl Alma Mater

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

Greensboro, Ga. (April 15, 2008) – Georgia Tech head football coach Paul Johnson and UCLA's Rick Neuheisel will be in the field of top coaches representing their schools in the Chick-fil-A Bowl Alma Mater at Reynolds Plantation – the nation's premier coach and celebrity golf event – competing for their share of the \$375,000 scholarship purse.

Johnson's celebrity teammate will be former Georgia Tech basketball star Jon Barry and Neuheisel will play with professional beach volleyball legend Sinjin Smith.

The Chick-fil-A Bowl Alma Mater at Reynolds Plantation will be played April 29 and 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 unparalleled field will also include defending champions Frank Beamer and Dell Curry of Virginia Tech and other 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.

Current players and teams include:

| <u>TEAM:</u> | <u>COACH:</u> | <u>CELEBRITY:</u> |
|---------------------|----------------------|--------------------------|
| Boston College | Jeff Jagodinski | Chris O'Donnell |
| Georgia Tech | Paul Johnson | Jon Barry |
| Maryland | Ralph Friedgen | Neil O'Donnell |
| South Carolina | Steve Spurrier | Sterling Sharpe |
| UCLA | Rick Neuheisel | Sinjin Smith |
| UConn | Jim Calhoun | Donny Marshall |
| Virginia Tech | Frank Beamer | Dell Curry |
| Wake Forest | Jim Grobe | Billy Packer |

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

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.

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.

- www.Chick-fil-ABowlAlmaMater.com -