



FOR IMMEDIATE RELEASE

Media Contact:

Jessica Sciacca

Bruno Event Team

jsciacca@brunoeventteam.com

205.919.2332

Bruno Event Team Selected to Manage Canadian LPGA Tournament

Birmingham, Ala. (Oct. 20) – Bruno Event Team announced today they signed a three-year agreement with Sports Properties International to manage the Manulife Financial LPGA Classic. The inaugural tournament will be held June 18 – 24, 2012 at Grey Silo Golf Course in Waterloo, Ontario, Canada. The tournament will feature a standard eligibility field of 144 players and 72 holes of stroke play. All the stars in women’s professional golf including Cristie Kerr, Paula Creamer, Natalie Gulbis, Yani Tseng and Hamilton, Ontario native Alena Sharp are expected to compete for the \$1.3 million purse. The Golf Channel will televise all four rounds of the tournament.

“We are honored to have been selected to manage this prestigious international tournament,” stated Gene Hallman, President and CEO of Bruno Event Team. “The Toronto-Waterloo area will be an outstanding market for the LPGA and it’s strong international fan base. This is Bruno Event Team’s first international event which is a significant milestone for the company.”

“SPI began speaking with Bruno Event Team almost three years ago and it did not take us long to decide that BET was the company we would want to partner with,” remarked Hugh Morrow, CEO and Founder of Sports Properties International, Inc. “BET comes with a solid history of managing both LPGA and PGA Tour events throughout the US. Their experience and

depth provides us with a solid foundation to take this inaugural LPGA event to a level that is expected in the Region of Waterloo. Canadians are passionate about golf and this event will provide the LPGA a platform to showcase some of the best female athletes in the world.”

Bruno Event Team (BET) is a Birmingham, Alabama – based sports marketing and event management company formed in 1996 by Ronald Bruno and Gene Hallman. BET manages more than 30 events per calendar year ranging in scope from the Alabama High School Athletic Association Football Championships to United States Golf Association (USGA) national championships.

Bruno Event Team’s golf division staged three of the 12 domestic full field events on the LPGA Tour in 2011 (Avnet LPGA Classic, U.S. Women’s Open, Navistar LPGA Classic). The golf division also manages three Champions Tour tournaments (Mississippi Gulf Resort Classic, Regions Tradition, Principal Charity Classic), the South Georgia Classic on the Nationwide Tour and the 2012 BMW Championship on the PGA Tour. The golf division has managed eighteen USGA national championships, including three upcoming events.

Bruno Event Team’s motorsports division, ZOOM Motorsports manages one of the most well-attended INDYCAR events in the country, the Honda IndyGrand Prix of Alabama at Barber Motorsports Park.

About Sports Properties International

Sports Properties International was created to provide an environment where communities and spectacular sporting events can come together, connected by a common interest. Sports Properties International can be found on the Internet at www.sportspropertiesinternational.com.

###