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The Principal Charity Classic Announces Celebrity Pro-Am and LWBJ Partnership

(West Des Moines, Iowa) – The Principal Charity Classic announced today a new partnership with LWBJ Financial that will bring more than 20 nationally renowned celebrities to The Bank of New York Mellon Pro-Am event on Tuesday, May 26. The first two celebrities to commit are 11-time Pro Bowl linebacker and 2002 NFL Defensive Player of the Year Derrick Brooks and five-time Pro Bowl cornerback Ronde Barber, both of the Tampa Bay Buccaneers.

“We see this as a great opportunity for LWBJ Financial to support the community and the “FORE Our Kids” charity initiative. The Principal Charity Classic is a tremendous event and we are excited to utilize our Premier division resources,” explained Ben Renzo, Senior Partner with LWBJ Financial. “Being selected to participate is a strong validation of not only LWBJ Financial but the quality of clients we represent. LWBJ Financial and our participating Premier clients are truly honored to be a part of this event.”

The Bank of New York Mellon Celebrity Pro-Am will consist of 20 playing groups each consisting of one Champions Tour professional, one celebrity and three amateurs. Proceeds for the day will benefit the “FORE Our Kids” charities. For additional information, including sponsorship pricing, contact Scott Fuller at 515-279-4653 or scott@principalcharityclassic.com.

Following play on Tuesday, the celebrities will compete in the LWBJ Premier Celebrity Shoot-Out on the driving range. Each celebrity will be asked to hit a variety of golf shots and the winner will receive funds to make a donation to the charity of their choice.

Jamie Alt, Tournament Director for The Principal Charity Classic added, “working with LWBJ provides The Principal Charity Classic the opportunity to attract a new audience to the tournament and help build even more excitement for The Bank of New York Mellon Pro-Am.”

The 2009 Principal Charity Classic is scheduled for May 26-31 at Glen Oaks Country Club in West Des Moines. For more information about The Principal Charity Classic including an updated celebrity list, visit www.principalcharityclassic.com. Tickets for the event are \$15 and can be purchased online.

LWBJ's Premier Private Wealth® Division provides sophisticated family office services to professional athletes, entertainers, and high net worth families by managing estate and tax planning, business consulting, accounting, bookkeeping, private foundation management, insurance consulting, risk management services and other comprehensive wealth planning needs.

LWBJ Financial is a leading financial services firm serving the needs of companies, families and individuals. The firm offers traditional CPA services, business consulting, financial strategies and capital solutions, comprehensive wealth planning and various proprietary financial products through three divisions: CPAs and Business Advisors, Premier Wealth and Capital Advisors. For more information, visit the web site: www.lwbj.com.

The Bank of New York Mellon Corporation is a global financial services company focused on helping clients manage and service their financial assets, operating in 34 countries and serving more than 100 markets. The company is a leading provider of financial services for institutions, corporations and high-net-worth individuals, providing superior asset management and wealth management, asset servicing, issuer services, clearing services and treasury services through a worldwide client-focused team. It has \$20.2 trillion in assets under custody and administration, \$928 billion in assets under management and services more than \$11 trillion in outstanding debt. Additional information is available at www.bnymellon.com.

The Principal Charity Classic® presented by Wells Fargo is an annual Champions Tour event at Glen Oaks Country Club in West Des Moines. The Greater Des Moines Community Foundation plays host to the event, which is focused on philanthropic giving for designated "FORE Our Kids" charities: Blank Children's Hospital, Bravo Greater Des Moines, Greater Des Moines Community Foundation, United Way of Central Iowa and Variety-The Children's Charity. The Principal Charity Classic has donated over \$1 million in two years to the "FORE Our Kids" charities.

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