



## Franklin Templeton Shootout Purse Climbs To \$2.5 Million

**NAPLES (April 20, 2004)** – The Franklin Templeton Shootout announced that it would raise its purse to \$2.5 million for the 2004 event. This is the seventh consecutive year the purse has been significantly increased, and this year the winning team will split a tournament record \$600,000.

“Through our outstanding corporate partners, most notably Franklin Templeton, we are able to continue raising our purse, thereby attracting a world-class field,” Greg Norman said. “That allows us to host a quality event and reach our goal of providing significant funds for charity.”

The Franklin Templeton Shootout was founded in 1989 as a result of Laura and Greg Norman's desire to raise money for charity and create a unique experience for PGA Tour players.

The 2004 tournament will be held November 10-14 at the Norman-designed Tiburon Golf Club on the grounds of The Ritz-Carlton Golf Resort, Naples. Tickets will go on sale in early September.

This will mark the fourth year the event has called Southwest Florida home, and thanks to the generous support of Franklin Templeton and other supporting sponsors the purse has increased a remarkable 25 percent since relocating to Naples.

“The increased purse will continue to attract the world's best players to Naples,” said Tournament Director Taylor Ives. “The 2003 field was perhaps our strongest to date and we are confident the 2004 field will again raise the bar.”

Spectators and a national television audience saw another dramatic conclusion a year ago. Hank Kuehne and Jeff Sluman outlasted PGA Champion Shaun Micheel, Tour Championship winner Chad Campbell as well as Brad Faxon and Scott McCarron on the second playoff hole.

Preparations are already in full swing for the 16<sup>th</sup> annual Franklin Templeton Shootout, which will unveil the Aussie Club, a new hospitality offering between the

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eighth and 17<sup>th</sup> holes.

With four suites perched above Tiburon's manicured fairways, the Aussie Club will provide a panoramic aerial view of both holes with the ability to entertain up to 25 guests per day with catered food and beverage service.

Guests enjoy a perfect, unobstructed vantage point to watch every approach shot and putt on the eighth and 17<sup>th</sup> holes. A closed-circuit television in each suite allows guests to watch complete tournament play.

The Aussie Club is the perfect complement to the Shark Club, an exclusive air-conditioned hospitality venue available to both corporate and individual purchasers that sold out for the third straight year last November.

"While the Shark Club will continue to provide individuals or small groups an ideal setting on the finishing hole, the Aussie Club has been created to cater to the needs of businesses or associations looking to entertain a larger group in a private atmosphere," Ives said. "Guests will experience outstanding views of each PGA Tour player twice daily, and Nos. 8 and 17 have proven pivotal the previous three years at Tiburon."

For more information on the Aussie Club please contact Bundy Purnell at (561) 743 8818 or call (888) 66 SHARK.

The goal of the Franklin Templeton Shootout is to provide world-class competition to southwest Florida golf fans by bringing together 24 of the greatest names in golf competing as two-man teams.

The field will consist of 12, two-man teams based on the following criteria: defending champions, top three committing players from the 2003 PGA Tour money list, top 10 committing players from the career money list and nine special exemptions.

This year's event will again feature an alternate-shot format during the first round, a better ball Saturday and a final-round scramble. USA Network will televise Friday's coverage and CBS will again handle broadcasting duties on the weekend.

Thanks to the support and loyalty of Franklin Templeton and other corporate sponsors, event volunteers and fans, the Franklin Templeton Shootout has contributed millions to charity.

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### **About Franklin Templeton**

A premier global investment management organization offering investment choices under the Franklin Templeton Mutual Series, Fiduciary Trust and Bissett brand names, managed \$287 billion in assets as of June 2003. The company specializes in a broad mix of mutual funds, retirement and college savings plans and separate accounts serving retail, institutional and high net worth clients.

### **About Tiburón Golf Club**

Tiburón, a 36-hole Greg Norman-design course was carved from 800 acres of prime southwest Florida real estate. The courses reflect Norman's appreciation for pristine natural settings and his passion for great golf. The Black and The Gold courses contain a combination of stacked sod-wall bunkers and tricky coquina waste bunkers. Certified as an Audubon Cooperative Sanctuary by Audubon International, Tiburón reflects a strong commitment to enhancing and protecting the natural resources.

### **About The Ritz-Carlton Golf Resort, Naples**

The Ritz Carlton Golf Resort, Naples, a 295-room luxury destination, includes 38 suites and 54 Ritz Carlton club level rooms. Resort amenities offer two restaurants, a gourmet coffee shop, card room, billiards, cigar bar, lobby lounge, an extensive Ritz Kids program and an impressive club level lounge with balconies overlooking 18.

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