

Contact: Lauren Swanstrom
Tel.: 312.951.0700
Email: Lauren.Swanstrom@vipsm.com

FOR IMMEDIATE RELEASE

VIP ANNOUNCES NEW HOSPITALITY SITE FOR MASTERS 2008

VIP Sports Marketing recently announced the 2008 VIP Masters corporate pavilion will be at the Lodge of Augusta, a premium hospitality facility located directly across from Gate 9 of Augusta National.

For the past eight Masters tournaments, VIP's corporate hospitality site has been located across from Gate 3/4 of Augusta National, providing its clients with direct access to the course. With the anticipation of Augusta National closing Gate 3/4 by 2009, VIP found it necessary to immediately secure a more opportune future location for its corporate pavilion.

"VIP's first priority is to provide the best possible experience for our guests. By choosing the Lodge of Augusta as our venue, we're not only upgrading our site, we're thinking ahead and ensuring our clients a future convenience," said VIP president Alex Pramenko.

The multi-level facility will feature upstairs and downstairs bars, covered and heated verandas, an outdoor patio with a bar and a putting green. It is located less than 150 feet from Gate 9 of Augusta National, allowing guests the same convenient access to the course as in previous years.

"We're all very excited about our new site," said VIP director of operations, Jinny McCoy. "The facility is beautiful and it's going to be a wonderful venue for hosting our clients"

VIP clients scheduled to attend the 2008 Masters will receive event information in the weeks preceding the tournament detailing the new site and its location. VIP representatives will be contacting clients to inform them of the change.

VIP Sports Marketing was founded in 1998 with the focus of providing personalized customer service for clients at a variety of corporate hospitality events. Since then, VIP has grown to specialize in premium tickets, concierge services and conference planning, in addition to corporate hospitality.

###

If you would like more information regarding VIP Sports Marketing, please visit www.vipsm.com or call 312-951-0700.