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BRUNO EVENT TEAM ANNOUNCES THREE SIGNIFICANT EXECUTIVE LEVEL PROMOTIONS

Birmingham, Ala. (October 23, 2008) — Bruno Event Team is pleased to announce the promotions of Sean Sovacool to Executive Vice President of Golf, John Bochnak to Senior Vice President of Business Affairs and Douglas Habgood to Vice President of Golf.

Sean Sovacool has been promoted to Executive Vice President of Golf from Senior Vice President of Golf. In this new position, he will further develop the company's core competencies and best practices and ensure they are shared among the numerous golf events and divisions of Bruno Event Team. He will also maintain his responsibility of overseeing all professional golf events managed by the company. These events include: 2009 U.S. Senior Open, 2010 U.S. Senior Open, 2010 U.S. Women's Open, 2011 U.S. Women's Open, Regions Charity Classic, Principal Charity Classic, South Georgia Classic, Bell Micro LPGA Classic and Navistar LPGA Classic. Sovacool joined the company in 2001 as the Championship Director for the 2004 U.S. Senior Open at Bellerive Country Club in St. Louis, MO.

John Bochnak has been promoted to Senior Vice President of Business Affairs. He most recently served as Vice President of Finance and with this expanded role will manage personnel, information technology and office operations as well as the company's financials. Bochnak also oversees the University of Alabama Gameday Operations which includes handling all aspects of parking, traffic and tailgating for home football, basketball and gymnastics events. Bochnak joined Bruno Event Team in 2002.

Douglas Habgood has been promoted to Vice President of Golf. Habgood's duties include the strategic development, implementation and reporting of the sales and marketing plans as well as management of the on-site event staffs in the Western half of the country. He will also serve as the Executive Director of the 2011 U.S. Women's Open to be held at The Broadmoor in Colorado Springs, CO, July 4-10, 2011. Habgood was promoted to this role after serving as the Championship Director for both the 2008 U.S. Senior Open at The Broadmoor and the 2005 U.S. Women's Open at Cherry Hills Country Club in Denver, CO. He joined Bruno Event Team in 2003.

"Bruno Event Team has experienced tremendous growth in the past few years due in large part to the leadership, strength and vision that Sean, John and Doug have provided. We are very appreciative of the work they do and look forward to seeing them grow in their new roles," explained Gene Hallman, President & CEO of Bruno Event Team.

About Bruno Event Team:

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 under four divisions – Golf, Zoom Motorsports, Five Star Catering and Alabama Sports Foundation. Adding its fifth division, Think + Creative Services, Bruno Event Team employs more than 50 full time associates and 20 intern and limited term employees in eight offices around the country. Visit www.brunoeventteam.com for additional information.