

FOR IMMEDIATE RELEASE

LD STARS SADLOWSKI, BOEVER WILL APPEAR AT
2011 PGA TOUR'S FEDEXCUP KICK-OFF IN HAWAII

LONG DRIVES, TRICK SHOTS ON THE DOCKET FOR JAN. 5
AT HYUNDAI TOURNAMENT OF CHAMPIONS

ROANOKE, TEXAS (Jan. 4, 2011) - Long drive world champions Jamie Sadlowksi and Dan Boever will share the spotlight with PGA Tour stars tomorrow [Jan. 5] during the FedExCup Kick-off at the 2011 Hyundai Tournament of Champions, which launches the PGA Tour season and FedExCup race.

Sadlowksi, the RE/MAX World Long Drive Championship winner in 2008 and 2009, will participate in a long drive contest at the Plantation Course at Kapalua with three of the PGA Tour's biggest hitters -- Robert Garrigus, Dustin Johnson and Bubba Watson.

The power-hitting showdown will take at the 18th hole. Tees will be moved up to roughly the 500-yard range on the downhill, downwind, finishing hole in hopes one or more of the competitors can drive the green.

"It's going to be a blast, literally, competing against the PGA Tour's big bombers," said Sadlowski, the 22-year-old Canadian sensation whose bid for a third consecutive RE/MAX world title in 2010 was cut short in the match-play semifinals by England's Joe Miller, the eventual champion.

At the conclusion of the long drive contest, Sadlowski will team with Johnson in a three-hole Pro/Celebrity Charity Challenge, which features an alternate-shot format. Other celebrity twosomes include 2010 FedExCup champion Jim Furyk and PGA Tour Commissioner Tim Finchem; 2010 British Open champion Graeme McDowell and surfing superstar Kelly Slater.

Highlights from the long drive contest are expected to be shown during Golf Channel's live coverage of the FedExCup Kick-off on Wednesday, scheduled for 9-11pm EST.

Dan Boever, the clown prince of power golf, will get FedExCup Kick-off activities underway at Kapalua at 2pm (Hawaii time) with his repertoire of trick shots and one-liners. Boever, the 2008 RE/MAX senior world champion, has appeared at 50 PGA Tour events during a career in golf entertainment that averages roughly 75 appearances annually at corporate outings and charity tournaments.

For Sadlowski, the appearance at Kapalua will be the first of some 60 he will make around the globe during 2011.

"It's great to see Jamie and Dan, two of long drive's marquee players and proven winners, receive the kind of exposure a PGA Tour event like the Hyundai Tournament of Champions affords," said Art Sellinger, LDA's chief executive officer. "It is a testament to the growing recognition RE/MAX world champions are receiving across the board and around the world."

Added Sellinger: "I tip my cap to Mark Rolfing, Mr. Golf in Hawaii, for getting behind the long drive contest and for making it happen. And also to Adams Golf and Golf Channel for their support."

For more information on Jamie Sadlowski, browse www.jamiesadlowski.net. For more information on Dan Boever, browse www.danboever.com. For more information on LDA-sanctioned events, including the 2011 RE/MAX World Long Drive Championship, browse www.longdrivers.com.

-30-

FOR MORE INFORMATION CONTACT:
Steve Wiley (682) 549-2105 or
Russ Pate (817) 819-4547