

RBC AND RCGA UNVEIL CELEBRITY PARTICIPANTS AND CONCERTS FOR WEEK OF 2009 RBC CANADIAN OPEN

- *Hollywood Actor Kevin Costner, Comedian George Lopez and Network TV Star Thomas Gibson as well as NHL Superstars Martin Brodeur, Rick Nash and Joe Thornton join NBA All Star Steve Nash among notables confirmed for inaugural Mike Weir Charity Classic*
- *Pengrowth Concert Series to feature Kevin Costner and Modern West, Tom Cochrane and Red Rider and Bachman Cummings performing live onsite at Glen Abbey following first three rounds of play*
- *Canada's national Open championship to be weeklong festival in celebration of Canadian golf, including the 28th Annual SCOREGolf Awards being celebrated tournament week*
- *National Charity Partner Mike Weir Foundation as well as Local Community Beneficiary ROCK to benefit from RBC Canadian Open philanthropic vision*

Oakville, Ont. (RCGA) – The Royal Canadian Golf Association (RCGA) in partnership with title sponsor RBC, announced today that entertainers Kevin Costner and George Lopez, as well as NHL superstars Martin Brodeur and Joe Thornton will join Steve Nash among the notable participants confirmed for inaugural Mike Weir Charity Classic to be played Monday July 20 kicking off the 100th playing of the RBC Canadian Open at Glen Abbey Golf Club in Oakville, Ont.

In addition, the popular Pengrowth Concert Series, introduced in 2008, will feature performing artists Kevin Costner and Modern West, Tom Cochrane & Red Rider, and Bachman Cummings performing live onsite at Glen Abbey following first three rounds of play of Canada's national Open championship.

The announcements were made as the RCGA and RBC unveiled the full calendar of tournament week events taking place during what's become an annual week long celebration of Canadian golf.

"The RCGA and our partners at RBC are proud that the week of the RBC Canadian Open has been defined as the chance for all Canadian golf fans and golfers to celebrate the game and our national Open championship," said Scott Simmons, CEO and Executive Director of the Royal Canadian Golf Association. "From the way we conduct the event, our fan experience, our marketing and promotional efforts and our commitment to charitable giving, we are making this event a first class stop on the PGA TOUR."

In 2008, the PGA TOUR recognized the RBC Canadian Open with an award for the most improved onsite presentation. Canada's national Open championship will again feature both onsite and offsite activities expected to bolster community interest and attract record-setting attendance.

"The RBC Canadian Open has become more than just the traditional four rounds of golf, it's a week-long event in the middle of summer that will attract thousands of people to the Toronto area for this world-class golf experience," said Jim Little, Chief Brand and Communications Officer, RBC. "With concerts on the golf course, promotions in downtown Toronto and at our RBC branches across the Halton region, and the inaugural Mike Weir Charity Classic, we're proud to welcome everyone and their families to the RBC Canadian Open."

THE INAUGURAL MIKE WEIR CHARITY CLASSIC- Monday July 20th

As part of the 100th playing of the RBC Canadian Open, a new chapter in the event's history will be written with the inaugural Mike Weir Charity Classic set to kick off tournament week on Monday, July 20th.



This charity based Pro-am will feature marquee celebrities from the music, sports and entertainment industries, as well as top stars on the PGA TOUR. With 100% of the net proceeds from the Mike Weir Charity Classic benefiting children's charities, the event will assist in achieving the RBC Canadian Open's philanthropic objectives.

The list of participating celebrities added today includes:

Kevin Costner

- Two-time Oscar winner and Golden Globe Award winner

George Lopez

- Comedian, Actor, and Producer and star of sitcom 'George Lopez'

Tom Cochrane

- Legendary Canadian singer, songwriter and Canadian Music Hall of Fame Inductee

Thomas Gibson

- Star of television hit drama Criminal Minds and former sitcom Dharma & Greg

Steve Nash

- Two-time NBA MVP
- 2008 inductee to Canada's Walk of Fame

Martin Brodeur

- Most All-time Wins By an NHL Goalie
- Vezina Trophy winner

Joe Thornton

- Five-time NHL All-Star
- Art Ross Trophy and Hart Memorial Trophy winner

Rick Nash

- 4 time NHL All-Star and Maurice "Rocket" Richard Trophy winner
- Captain of the Columbus Blue Jackets

Watch for upcoming announcements over the next two weeks as the final celebrity names will be added and paired with PGA Touring Professionals, completing the 2009 Mike Weir Charity Classic Field. Amateurs that have purchased a team will play 9 holes with a Celebrity and 9 holes with a TOUR player as part of their once in a lifetime experience. Tickets to the event are only \$15, with children admitted FREE with a paying adult.

A SEVEN-DAY CELEBRATION OF CANADIAN GOLF

The RBC Canadian Open will once again feature something for everyone through new tournament week enhancements and unique sponsor programming designed to bolster community interest and attract record-setting attendance while adding to the overall prestige of Canada's national Open championship.

PENGROWTH Championship Pro-Am Draw Party – Tuesday July 21st

Attended by corporate hospitality buyers and sponsor partners playing in the Championship Pro-Am, this evening has been elevated with special guest hosts, appearances by past Canadian Open champions and this year's addition of the Canadian Tenors as special musical guest.

SCORE Golf Awards – Wednesday, July 22nd

After being officially welcomed into tournament week of the RBC Canadian Open last year, the 28th Annual SCORE Golf Awards will take place Wednesday, July 22nd at the Westin Harbour Castle in Toronto. The annual awards show honouring excellence in Canadian golf will also partner with the Canadian Golf Hall of Fame and Museum in a special tribute to the legends of Canadian golf and the 100th playing of the Canadian Open. The evening will feature a light-hearted panel discussion with Mike Weir and Stephen Ames about their favorite Canadian Open memories moderated by SCORE Golf's Bob Weeks.

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PENGROWTH Concert Series @ the 19th hole – Thursday, July 23rd through Saturday, July 25th

The PENGROWTH CONCERT SERIES @ the 19th hole will feature three nights of musical entertainment following the completion of play on from Thursday, July 23rd through Saturday, July 25th. The schedule for the Pengrowth Concert Series @ the 19th hole is as follow:

Thursday, July 23rd (following play)

Kevin Costner and Modern West

www.kevincostnermodernwest.com

Friday, July 24th (following play)

Tom Cochrane

www.tomcochrane.com

Saturday, July 25th (following play)

Randy Bachman & Burton Cummings (Bachman Cummings)

www.bachmancummings.com

SPONSOR ACTIVATION PROGRAMS – Wednesday July 22nd through Tournament Week

RBC Canadian Open sponsors have been re-building their activation programs, both on and off-site, with a renewed focus on fan engagement and interactivity. In addition to on-site programs by Bell, Pengrowth, BMW, Molson and LG and RBC will be hosting the RBC Avion Golf Challenge in the downtown core, engaging golf fans in advance of the tournament.

Additional sponsor activities onsite include:

RBC – to conclude the activation program hosted downtown Toronto at the corner of Bay and Wellington St. executed July 13th through tournament week, five lucky finalists will attempt a 60-foot putt on the 18th green at Glen Abbey following the RBC Canadian Open closing ceremony on July 26th. Successful putts made by the finalists will earn the lucky winners \$100,000 cash and will trigger a \$100,000 donation to the tournament’s charity beneficiaries.

Bell - Bell will be constructing two interactive Bell Communication Centres where fans can keep in touch with friends, family and colleagues via Bell's mobile phone and high speed internet stations on site – free for RBC Canadian Open spectators.

Pengrowth – In addition to sponsoring the Pengrowth Concert Series @ the 19th hole, Pengrowth will be on site handing out a variety of items to spectators including lanyards with ticket holders along with other Pengrowth souvenirs. Care packages including personal hand wipes and Band-Aids with Pengrowth messaging for onsite spectators.

BMW - BMW will offer free shuttle service from the public parking lot in a fleet of their latest X5 xDrive35i Advanced Diesels. Various models from the BMW product lineup will be on display throughout Glen Abbey including the latest Z4 roadster as a Hole-in-One prize on the 15th hole.

LG – As the official electronics supplier to the RBC Canadian Open, LG will be operating a booth on site to showcase the latest top of the line LG technology while offering spectators a chance to win a brand new LG 240HZ HD TV.

Transitions – Transitions will be providing an area for spectators to relax and learn more about their eyesight and the benefits of Transitions products in their “Live Your Vision Lounge” adjacent to the clubhouse, between the 16th and 17th holes.

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Corona Extra – Corona Extra is proud to be the official beer of the RBC Canadian Open and will be engaging spectators at the Coronaville Patio aside the main concession of the Spectator Village where guests can enjoy themselves with friends.

Fosters – Fosters will be promoting their Wolf Blass wine label through sampling atop the Executive Rooftop Patio.

Corby Distilleries – Corby Distilleries will focus on their whiskey brand The Glenlivet which will be sampled atop the Executive Rooftop Patio.

Suncor – Sunoco's gas pump slot machine will be engaging spectators as they pull for their chance to win selected gas prizes.

COMMITTED TO A PHILANTHROPIC VISION

In 2008, RBC and the RCGA made a joint commitment to use the RBC Canadian Open to generate \$5 million for charity over the first five years of RBC's sponsorship. RBC and the RCGA are pleased to have the Mike Weir Foundation as the event's national charity partner as well as the Reach Out Centre for Kids (ROCK) as the local community charity beneficiary.

"It is critical that the RBC Canadian Open leave a lasting legacy in our local host communities," said Scott Simmons, RCGA Executive Director and CEO. "The generosity of Canadian golf fans will touch so many in need through our national charity partner, the Mike Weir Foundation, as well as our local community beneficiary, ROCK here in the Halton Region."

As the event's local charity partner, ROCK has built a community-based fundraising campaign leveraged around their involvement with the 2009 RBC Canadian Open. The campaign features three tiers of fundraising activities including corporate gifts and private donations; a revenue sharing model tied to the sale of RBC Canadian Open corporate hospitality and bulk ticket packages; and charitable funds raised through prizing and silent auction of RBC Canadian Open memorabilia and golf related experiences.

KIDS UNDER 15 GET IN FREE

As in past years, the RBC Canadian Open is committed to providing affordable family entertainment with the playing of Canada's national Open golf championship. Any child 15 years of age or younger will gain free admission onto the grounds of the RBC Canadian Open provided they are accompanied by a ticketed adult. Juniors will also have the opportunity to take part in golf clinics and activities on site as part of CN Future Links, Canada's national junior golf program.

ABOUT THE 2009 RBC CANADIAN OPEN

An exciting new era has arrived for Canada's national championship. Part of the FedEx Cup, stars of the PGA TOUR will compete for \$5.1 million (US) at the RBC Canadian Open, July 20-26 at Glen Abbey Golf Club in Oakville, Ontario. Established in 1904, the tournament is the third-oldest national open golf championship worldwide next to the British Open and the U.S. Open. The RBC Canadian Open is proudly sponsored by RBC, Bell, Pengrowth and BMW Group Canada. For updated corporate hospitality, tickets, volunteer and sponsorship information please visit www.rbccanadianopen.ca or call 1-800-571-OPEN.

RBC AND THE RBC CANADIAN OPEN

In partnership with the Royal Canadian Golf Association (RCGA), RBC is the title sponsor of the RBC Canadian Open, the third oldest national golf championship worldwide, next only to the British Open and the U.S. Open. With a history of great players and premier fields, the RBC Canadian Open provides golf fans with the opportunity to experience the excitement of a world class event on Canadian soil. RBC also sponsors all levels of amateur sport, from grassroots programs in local communities to national sport organizations and elite-level athletes.

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ABOUT THE ROYAL CANADIAN GOLF ASSOCIATION

The Royal Canadian Golf Association (RCGA) is the governing body of golf in Canada, representing 377,000 members at 1,600 clubs across the country. Recognized by Sport Canada as the National Sports Organization (NSO) for golf in this country, the RCGA's mission is to grow participation in and passion for the sport while upholding the integrity and traditions of the game. The RCGA conducts programs and services to help shape the future of golf in Canada. High performance athlete development, CN Future Links, Canada's national junior golf program, turfgrass and environmental research, the Canadian Golf Hall of Fame and Museum, Rules of Golf and amateur status, handicapping and course rating are only some of the initiatives the association leads for golf in Canada. In addition, the RCGA conducts Canada's most prestigious golf championships. The RBC Canadian Open and CN Canadian Women's Open attract the best professional golfers in the world, while regional junior and national amateur championships showcase the best in Canadian golf.

For further information on what the RCGA is doing to support golf in your community please visit www.rcga.org.

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