

***Four other Gaylord Sports clients and company join the cause***

SCOTTSDALE, Ariz. (June 5, 2011) – Brian Gay’s 25 birdies helped him win the 2009 FedEx St. Jude Classic. Now he’s enlisted other Gaylord Sports Management clients to help support a cause close to Brian’s heart: The St. Jude Children’s Hospital.

Brian and Kimberly Gay are donating \$100 for each birdie Brian makes this week at the TPC Southwind and are also making a donation in honor of the others’ participation. Additionally, Gaylord Sports Management is matching its clients’ contributions.

“We thought we’d put a slight twist on the Eagles for St. Jude program and sort of bring that effort home to Memphis,” said Gay. “Kimberly and I have been so moved by the work the hospital does and the spirit of its young patients that we had to get involved. We’re thankful and honored that other Gaylord clients and Steve Loy have joined us this week and through the year.”

Contributing \$100 for each birdie they make are Bryce Molder, runner-up to Gay in 2009, recent Valero Texas Open winner Brendan Steele and Tom Pernice Jr., who is taking a break from the Champions Tour. Phil Mickelson is not entered in the tournament but is donating \$100 for each birdie Gay makes. LPGA Tour member Mina Harigae has joined the Eagles for St. Jude program, donating \$500 for each eagle she makes throughout this season.

Gaylord Sports Management CEO Steve Loy said, “This initiative says a great deal about Brian and Kimberly’s passion and character and that of our clients. The St. Jude’s Children’s Hospital has touched families all over the world and for more than 40 years has been supported by the PGA Tour. That’s why we’re proud to partner with our clients in this initiative. Brian and Kimberly Gay and our GSM family encourage you and/or your corporate partners to match our team’s gifts to this year’s FedEx St. Jude’s Classic as well”.

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**Brian Gay leads Birdies for St. Jude effort**

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