

May 1, 2009

Distinguished Alum of the Ponce de Leon Invitational,

After rigorous analysis of the marketplace and the record-capability event schedules of 2003-2009, the 2010 PDL Steering Committee has arrived at a comprehensive list of individuals to ensure that the Ponce de Leon's very best are invited to the 8th playing of the Invitational. On behalf of the Steering Committee, the Ponce de Leon respectfully requests the honor of your presence at the Two-thousand-and-Ten Ponce de Leon Invitational.

After careful consideration and research it seems that Sea Island's magnificent setting, extraordinary amenities, and personalized services are best suited to host our beloved Tournament once again! The Director of Golf at Sea Island, Jim Ragland, wanted our fine group of golfers back at Sea Island so insistently that he agreed to every request I made in order for us to return. The 2010 Invitational holds some twist and turns I believe you gentleman will enjoy.

I am pleased to announce that we have secured our group for the most valued price that we have ever had at the **Lodge at Sea Island**. We are confirmed for double occupancy (**\$1,160.00 per person for 4 nights**) and each player will have his own account for billing purposes. This price includes, but is not limited to:

- **All rounds of golf**
- **Complimentary use of Golf Practice facility**
- **Forecaddie and shared cart (forecaddie gratuity not included)**
- **Unlimited play each day**
- **Complimentary one hour cocktail party**
- **Complimentary use of the Cloister and the Beach Club facilities**

Please note that this lodging + golf base price is actually lower than it was for the 2008 Ponce, and as noted above, Sea Island is offering some additional enhancements for the 8th PDL Invitational.

In "**true tournament tradition**", and in an unprecedented move in Ponce history, we will be competing on **one course during all competitive rounds** of our tournament, **The Seaside Course** --so get to know her well. Originally designed in 1929 by famed architects **Harry S. Colt** and **Charles Alison**, the **Seaside Course** underwent an update in 1999 by **Tom Fazio** -- earning it a prominent place on *Golf Digest's* list of "Top 100 Courses in the United States." Situated at the southern tip of St. Simons Island, the Seaside course is Sea Island's signature round which places a premium on careful shot selection, recovery, and putting.

I have enclosed a copy of the Seaside scorecard - (standard and championship), yardage book with course layout, and a reprint of an article from *Golf Digest* (edited by Matt Ginella) to better prepare you for the 2010 Invitational. Below you will also see confirmations of our scheduled tee times.

Although the month of January has always served our Invitational well, the Committee decided to make a rare but welcome change for 2010. We are confirmed to play all 5 rounds on the Seaside course on **July 22nd-July 26th, 2010** (again, a Thursday lunch arrival and a Monday morning departure). I'm a beach man, like my fellow players, and this date allows for unlimited play after your respective tournament round (think impromptu 9 hole dogfight at dusk!) and/or cocktails poolside or on the beach at the Beach Club. The warm weather also has opened up some options for nighttime festivities and for the Championship dinner. So, no more rushing to get in our rounds before dark – this will be a duel in the sun. And for those of you who tremble and quake at the prospect of high heat in late July along the Golden Isles of Georgia – well, step up. I kindly remind you that the 2001 Walker Cup was played at the neighboring Ocean Forest Golf Club in the dog days of August, and the 2012 PGA Championship will be at Kiawah's Ocean Course during late summer in a similar climate.

Simply put, the 8th Annual Ponce should be one for the ages!

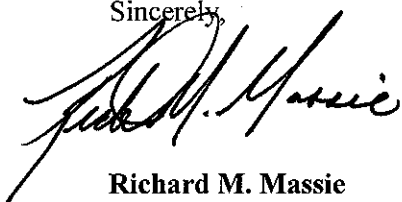
This date should provide sufficient time to schedule, plan, and budget accordingly. Additionally, this July date moves us towards a summer calendar to accommodate our anticipated 2012 summertime trip to the UK for the 10th PDL.

The Ponce de Leon is strictly an invitation tournament. The qualification regulations are the principal means of determining the player invitation list. The eligibility under these regulations does not oblige the tournament committee to issue an invitation, nor does failure to invite imply unfitness of any kind.

A reply of this kind invitation to compete in the 2010 Ponce de Leon Invitational is requested as soon as possible. I can be reached via email (Richard.massie@modis.com) or by phone (**404-931-2069**). I request that you respond timely, as Neil and I need to assess the field to determine how many additional invitations we need to issue. The sooner that we get our field of 16 finalized, the sooner we can secure the teams. Yes, gents, we are returning to the time-honored traditional format of 4 four-man teams – each of whom will compete to claim the coveted Fountain of Youth Trophy on the night of our Sunday Champions dinner, enjoyed gratis of course by the first place team.

It is my understanding that Sea Island will require a partial deposit later in 2009, and another one during the first quarter of 2010. Details on the payment structure will follow after RSVPs.

Sincerely,



Richard M. Massie
Ponce de Leon Chairman, 2010

Ponce de Leon Golf Invitational 2010
July 22 - July 26, 2010
Agenda

Date	Start Time	End Time	Function	Room	Agr
Thursday, 07/22/10	1:00 PM	1:30 PM	Golf Tee Times	Seaside Course	16
Friday, 07/23/10	9:30 AM	10:00 AM	Golf Tee Times	Seaside Course	16
Saturday, 07/24/10	8:30 AM	9:00 AM	Golf Tee Times	Seaside Course	16
Saturday, 07/24/10	2:30 PM	3:00 PM	Golf Tee Times	Seaside Course	16
Sunday, 07/25/10	10:00 AM	10:30 AM	Golf Tee Times	Seaside Course	16