



2009 50th Bob Hope Classic hosted by Arnold Palmer

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Dates: January 21-25, 2009

Where: Arnold Palmer Private/PGA West; La Quinta, CA Par/Yards: 72/6,930
Jack Nicklaus Private/PGA West; La Quinta, CA Par/Yards: 72/6,951
Bermuda Dunes CC; Bermuda Dunes, CA Par/Yards: 72/6,962
Palmer Course at SilverRock Resort, La Quinta, CA Par/Yards: 72/7,553

Field: 128 players

Purse: \$5,100,000; **Winner s Share:** \$918,000

Format: 90-hole stroke play

KEY STORYLINES:

1. **Arnold Palmer returns as the Hope celebrates 50 years** "The King" won the inaugural Bob Hope Classic in 1960, and over the years, made an amazing 42 of 50 starts in the desert, winning a record five times. His approachable, charismatic personality helped the Hope grow into one of the most popular and fan-friendly events on TOUR. Palmer also won the Hope in 1962, 68, 71 and 73. Palmer's win in 1973 was the last of his 62 PGA TOUR victories.
2. **A history of 59** In winning the 1999 Bob Hope Classic, David Duval became only the third player in PGA TOUR history to record a 59, joining Al Geiberger (1977) and Chip Beck (1991). Duval accomplished the feat during the final round on the Arnold Palmer Private/PGA West course. Harrison Frazar will tee it up at the Hope fresh off his PGA TOUR Qualifying Tournament win, where he shot a fourth-round 59 on the Jack Nicklaus Private/PGA West course. Frazar has played in the Hope nine times and has three top-10 finishes. He shot a 62 in 2003 (T8).
3. **Presidents Cup watch** Former Bob Hope Classic champions Justin Leonard (2005) and Mike Weir (2003) will be looking to solidify an invitation to their fifth Presidents Cup. Justin Leonard, who is coming off a solid 2008 season in which he won the Stanford St. Jude Championship, finished eighth in the FedExCup and played an integral role in the U.S. Ryder Cup victory. Leonard is currently third in the U.S. Presidents Cup team standings. Mike Weir will be looking to do the same for the International Presidents Cup team. Weir finished sixth in the 2008 FedExCup standings and is currently eighth in the Presidents Cup team standings.
4. **Celebrities commemorate the Hope's 50th anniversary** The celebrity format at the Bob Hope Classic is a tradition that was started at the first event in 1960 and continues to this day. Former Major League Baseball and National Football League standout **Bo Jackson**, Tampa Bay Rays third baseman and 2008 American League Rookie of the Year **Evan Longoria**, and famed musicians **Huey Lewis** and **Michael Bolton** are among the initial celebrity athletes and entertainers slated to participate. Other early celebrity participants for the 2009 Bob Hope Classic include musicians **Alice Cooper**, **Don Felder** (formerly of the Eagles), **Josh Kelley**, rock icon **Stephen Stills** and country singer **Clay Walker**, actors **Kurt Russell**, **Chris O'Donnell**, **Oliver Hudson**, **Don Johnson**, **Bruce McGill**, **Kyle MacLachlan**, **William Devane** and **Jeffrey Donovan**, actor/comedian **Kevin Nealon**, actor/game show host **John O'Hurley**, timeless New York Yankees baseball legend **Yogi Berra**, comedian **Tom Dreesen**, NFL Hall of Fame quarterback and sportscaster **Dan Fouts**, Hall of Fame sportscaster **Keith Jackson**, television financial host **Joe Kernan**, Cleveland Browns quarterback **Derek Anderson**, former Green Bay Packers wide receiver and NFL analyst **Sterling Sharpe**, NFL Hall of Famer receiver **Jerry Rice** and former Vice President **Dan Quayle**. The celebrity field's schedule is as follows: Wednesday,

Jan. 21, SilverRock Resort; Thursday, Jan. 22, Bermuda Dunes Country Club; Friday, Jan. 23, Nicklaus Private at PGA West; Saturday, Jan. 24, Arnold Palmer Private at PGA WEST.

ADDITIONAL STORYLINES:

1. **D.J. Trahan set to defend** D.J. Trahan will look to defend his Bob Hope Classic title coming off his best season on TOUR. Trahan earned \$2.3 million in 2008, which is more than twice as much as he made in any of his previous three seasons on TOUR. Johnny Miller is the only player to win back-to-back titles at the Hope (1975 and 1976). In all, winners of the Bob Hope Classic have posted 12 top-10 finishes in their title defense, but just five in the past 32 years.
2. **Giving Hope** The PGA TOUR announced a record for charitable giving last year of \$123 million. That figure would not be possible without the help of the Bob Hope Classic, as the tournament has distributed more than \$45 million to the Eisenhower Medical Center and other charities over the last 50 years.
3. **The FedExCup has a few modifications heading into the 2009 season:**
 - Shifting the points reset from the beginning of the Playoffs to after the BMW Championship, which means points earned during the PGA TOUR Regular Season will be carried through the first three Playoff events
 - Quintupling points awarded at Playoff tournaments relative to Regular Season tournaments
 - Changing the field size of the Playoff events to 125 at The Barclays, 100 at the Deutsche Bank Championship, 70 at the BMW Championship and 30 at THE TOUR Championship; they previously were 144, 120, 70 and 30
 - Streamlining the points structure for ease of understanding.
4. **Winning is contagious at the Hope** The top four finishers at the 2008 Bob Hope Classic accounted for seven wins on the TOUR last season (Trahan-1; Leonard-1, Kim-2, Perry-3). The top four finishers from the Bob Hope also all finished in the top-25 of the FedExCup final standings (Kim-4; Leonard-8; Perry-15, Trahan-24).
5. **Past champions return** Seven former champions of the Bob Hope Classic return in 2009 including Trahan (2008), Charley Hoffman (2007), Justin Leonard (2005), Mike Weir (2003), Joe Durant (2001), Mark Brooks (1996) and Donnie Hammond (1986).
6. **Arnold Palmer Private Course s 17th hole to host lucrative Kodak Challenge** A first-of-its-kind competition for PGA TOUR players that offers \$1 million to the winner was kicked off at the Mercedes-Benz Championship and continues this week at the Bob Hope Classic. The Kodak Challenge celebrates beautiful holes and memorable moments on the PGA TOUR. There will be one designated Kodak Challenge Hole at 24 different PGA TOUR tournaments with this week s featured hole the 130-yard 17th hole. Players, who must play at least 18 of the holes to be eligible, will count their lowest score relative to par on the Kodak Challenge Hole made during an official competition round. The player with the lowest cumulative score at the end of the challenge wins. For up-to-date standings, please visit pgatour.com/kodakchallenge.
7. **First time is NOT the Charm** Arnold Palmer (1960) and Charley Hoffman (2007) are the only players to win the Hope in their initial try.
8. **Presidential inauguration and the Hope** Traditionally, the Bob Hope Classic has been held around the same week as the Presidential Inauguration, which will be held January 20, 2009. The past two winners of the Hope that fell on inauguration years are in the field this year. Justin Leonard won the 2005 Bob Hope the week before George W. Bush was inaugurated for the second time, while Joe Durant won the 2001 Hope two days before Bush was inaugurated for his first term in office. Tournament host Arnold Palmer s last of five victories at the Hope was two weeks before Richard Nixon was inaugurated for his second term. The Hope has seen several U.S. President s and Vice President s compete over the years including Gerald Ford, George Bush and Bill Clinton (sitting) and VP s Spiro Agnew and Dan Quayle along with former Speaker of the House Tip O Neill.



Pictured above left to right are Gerald Ford, Bob Hope, Bill Clinton, Tim Finchem, Scott Hoch and George Bush.