



IMMEDIATE RELEASE

August 4, 2009

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**BOUVIER BECKWITH & LENNOX INC. TO ADMINISTER PROPERTY
AND CASUALTY PRODUCTS FOR PGA PROFESSIONALS**

PALM BEACH GARDENS, Fla. – The PGA of America and Bouvier Beckwith & Lennox Inc. announce a new strategic partnership designed to offer an array of high quality, competitively priced, insurance products to more than 10,000 golf facilities nationwide that employ more than 28,000 men and women PGA Professionals, which comprise the world's largest working sports organization.

Through this new alliance, BB&L will now offer PGA Professionals and their facilities access to a selection of golf industry specific property and casualty products backed by a sophisticated risk management platform.

Based on personalized service, this new partnership will be administered by BB&L in close collaboration with The PGA of America. This new program is designed to serve the insurance needs of golf courses, practice facilities, golf shops and golf retail facilities.

“Partnering with the leaders in the golf industry provides PGA Professionals with a powerful combination designed to revolutionize the way they manage their insurance” said Rob Bouvier, President of BB&L. “This, combined with a state of the art risk management and loss control solutions, will enable PGA Professionals to proactively manage insurance premium costs which are of paramount concern in this economic climate.”

“This partnership will enable us to deliver some of the highest quality, industry specific insurance products directly to our membership using state of the art risk management technology coupled with a superior educational component” said PGA Chief Executive Officer Joe Steranka. “This important initiative further underpins our members’ position as “the experts in the game and the business of golf.”

About BB&L

BB&L is one of the fastest growing privately held full service insurance agencies in New England and is celebrating 50 years of exemplary customer service. BB&L has been recognized, December 2005, by *Rough Notes* magazine as marketing agency of the month and more recently by Travelers as 2008 agent of the year. As members of the Independent Agent Association, BB&L's home office is in West Hartford Connecticut and has six branch offices. For more information about Bouvier Beckwith and Lennox, call (800) 888-GOLF, or visit www.bblinsurance.com.

About The PGA of America

Since 1916, The PGA of America's mission has been twofold: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf.

By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry.

By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf.

The PGA of America, 100 Avenue of the Champions, Palm Beach Gardens, FL 33418