

SNOQUALMIE SHOWDOWN

With KJR's Mitch Levy

The Countdown to the
BOEING CLASSIC.

SNOQUALMIE SHOWDOWN BRINGS TOGETHER FAMOUS FOURSOME

FRED COUPLES & STEVE BALLMER vs. RICK NEUHEISEL & MITCH LEVY

*August 4 Charity Event at TPC Snoqualmie Ridge Open to Only 500 Fans,
Signals the Countdown to the 2014 Boeing Classic*

A foursome of Seattle's biggest names will battle it out for bragging rights and to raise funds for local charities at the **Snoqualmie Showdown**, a two-man, alternating-shot competition that will serve as the countdown event to the 2014 Boeing Classic. Sports Radio 950 KJR AM's morning host **Mitch Levy** has brought together an impressive pairing of friends and colleagues and will team with **Rick Neuheisel**, the Huskies' Head Football Coach from 1999-2003, to take on World Golf Hall of Famer and Seattle native **Fred Couples**, partnering with former Microsoft CEO **Steve Ballmer**.

The four local stars of sports and business will compete in the alternate-shot format during a round at TPC Snoqualmie Ridge on Monday, August 4th, at 2:00pm, and tickets will be limited to the first 500 spectators who purchase a \$100 pass at BoeingClassic.com. All event proceeds will benefit the Benaroya Research Institute at Virginia Mason, the Boeing Classic beneficiary, and A PLUS Youth Program, a local organization that promotes sports as a vehicle to provide the educational resources and character development necessary for student-athletes to succeed in life.

Fans who purchase tickets for this unique event will receive exclusive access to watch the competition in a small gallery with a keepsake pass, free parking with a shuttle to the course entry, lunch provided by El Gaucho and a photo of the celebrity foursome.

For fans interested in the opportunity to be in the midst of the action, select roles such as player caddies and scorers will be auctioned off during the Mitch in the Morning radio show on Sports Radio 950 KJR AM and online at SportsRadioKJR.com through August 1st. The Boeing Classic along with Sports Radio 950 KJR AM will also launch a contest this week offering the chance for one fan to meet the foursome and walk alongside the group throughout the round. The contest will be hosted on the Boeing Classic and Sports Radio 950 KJR AM Facebook pages.

A media availability with the foursome will be held before the round on the TPC Snoqualmie Ridge Driving Range. The Boeing Classic will continue to host the annual Media Day earlier in the morning, providing the opportunity for media to play the very course that will challenge the Champions Tour Pros from August 22-24 and see first-hand what it takes to prepare for more than 80,000 fans, 1,000 volunteers and 81 of the biggest names in the game at the region's premier golf event.

Members of the media interested in taking part in the morning activities or in the afternoon availability with Couples, Ballmer, Neuheisel and Levy will need to make arrangements with Jill Wiggins at the Boeing Classic in order to secure parking and credentials for the event. The course will be closed and access will not be allowed for any parties who do not have the proper passes.

For additional information or to arrange for your outlets' coverage of the event, please contact Jill Wiggins at Jill@BoeingClassic.com.

The Boeing Classic is an Official Event on the PGA TOUR Champions Tour, which features the legends of golf 50 years of age or older. John Riegger is the tournament's defending Champion after a four-shot victory at the 2013 Boeing Classic, which also featured a record 86,000 spectators and was supported by approximately 1,000 volunteers during Tournament Week. In the event's nine-year history nearly \$5 million has been raised for the Benaroya Research Institute at Virginia Mason, the Heart Institute at Virginia Mason Medical Center, and additional Greater Seattle Charities. The Boeing Classic will celebrate its 10th Anniversary when the event takes place August 18-24, 2014, at TPC Snoqualmie Ridge. For additional information, please visit www.BoeingClassic.com.

Seattle native Fred Couples is one of the most accomplished popular golfers in the game. The 54-year-old Couples began playing golf at Jefferson Park in the Beacon Hill neighborhood of Seattle before attending O'Dea High School and graduating in 1977. After playing for the University of Houston, Couples went on to have a stellar golf career with 15 PGA Tour victories, a 1993 Masters win and was voted PGA Tour Player of the Year in 1991 and 1992, in addition to being ranked the No. 1-ranked player in the world for several months in 1992. When he turned 50 years old, Couples joined the Champions Tour where he's won 10 Champions Tour events to date. Couples' success led to him being inducted into the World Golf Hall of Fame in 2013.

Steven Ballmer, 58, moved to Seattle and began working for the Microsoft Corporation in 1980 before serving as Microsoft's Chief Executive Officer from 2000 to February 2014. Ballmer was the first Business Manager hired by the company's founder Bill Gates. Ballmer and his wife, Connie, actively supported many Seattle non-profits and charities.

Rick Neuheisel, 53, is the former University of Washington football coach who led the Huskies to a Pac-10 title and a Rose Bowl victory in the 2000 season. Neuheisel came to Seattle in 1999 after leading the football programs at UCLA and Colorado. After leaving the University of Washington in 2003, Neuheisel was an assistant coach for the Baltimore Ravens before returning to his alma mater at UCLA to become Head Coach in 2007. A former Bruins walk-on quarterback, Neuheisel led his team to a Rose Bowl win in 1984 and was named the game's MVP. Neuheisel is the only Rose Bowl MVP to then coach a winning Rose Bowl game. Neuheisel is now a football analyst for the Pac-12 Network.

Making mornings interesting, Mitch Levy has been entertaining Seattle Sports Radio 950 KJR AM listeners for nearly twenty years. He's known for asking the tough questions while delivering a lively interview with top experts and guests from around the country. And he gets the answers. Balancing an edge with strong interviewing skills, more times than not he is the creator of content for "water cooler talk" all across town. Levy entertains, builds strong relationships, and has a huge heart for the community.