

PRO TOUR MEMORABILIA TEAMS WITH SCOTT MEDLOCK TO INTRODUCE
SERIES OF ORIGINAL COMMISSIONED ART WORK

Byron Nelson Headlines New Series of Medlock Paintings

Los Angeles, CA, March 18, 1997 ... Pro Tour Memorabilia, LLC, the only company to hold exclusive contracts with some of the biggest names in golf, today announced an agreement with famed sports artist Scott Medlock to create a series of commemorative limited edition paintings highlighting some of the greatest moments and biggest names in golf history. As one of the greatest and most respected golfers of all time, Byron Nelson will be featured in the first painting of the new series. Other players expected to be incorporated in the Medlock limited edition series include: Gene Sarazen, Raymond Floyd, Gary Player, Hale Irwin, and Tom Kite.

Medlock, best known for his portrayal of golf greats, has become famous for what art historians refer to as the 'psychological moment', the inner world of a golfer planning his next stroke. Through prints and lithographs, his work is now recognized around the world and his paintings displayed in the personal collections of Greg Norman, Fred Couples, Corey Pavin, Tom Kite, Davis Love III, Ben Crenshaw, and the family of Jack Nicklaus. "Over the years, I have painted many of the greatest golfer's in the history of the game," said Medlock, "But none as *classic* as Byron Nelson."

The Medlock Series, being offered by Pro Tour Memorabilia for golf enthusiasts and collectors, will be priced at suggested retail between \$549 and \$699. The first piece, a 20"x28" lithograph will be signed by both Nelson and Medlock and should be available for purchase as of April 1st. Available at fine golf stores nationwide or by calling Pro Tour Memorabilia at 888-GOLF-511, the 250 piece limited edition series is expected to sell out quickly

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MEDLOCK SERIES ... ADD ONE

Similar to each of Pro Tour's products, each painting will undergo a strict authentication process that ensures customers are receiving a genuine limited edition collector's item. The Medlock series represents an ever expanding number of new product offerings, including a recently developed coin series, honoring golf's four grand slam winners.

"The relationship we have initiated with Scott Medlock further establishes Pro Tour Memorabilia as golf's premier collectibles company," said Jonathan Bass, President, Pro Tour Memorabilia, LLC. "An artist of Scott's renown allows us to expand our product base while continuing to offer only superior products of the highest distinction."

Headquartered in Los Angeles, California, Pro Tour Memorabilia's products include autographed golf mementos and photographs which capture the tradition, the elegance and the memories of golf -- the world's most prestigious sport. With over 40 sales representatives in the United States and representation in major golf retail catalogs, as well as international distribution, Pro Tour Memorabilia is available to golf enthusiasts worldwide.

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