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**AMERICAN SPORTING ICON PROVIDES VEHICLE FOR CULTURAL EXCHANGE AS
DISC GOLF'S 2008 'JAPAN OPEN' GETS SET TO LAUNCH**

Rancho Cucamonga, CA (16 May 2008)—Hero Disc Japan, in collaboration with Innova Champion Discs and Hero Disc USA, is pleased to announce its premier disc golf event, the 2008 Japan Open Disc Golf Tournament. From June 07–15, over 100 competitors from eleven different nations will be converging on the spectacular Robert Trent Jones, Jr.-designed course at the Nasu Highlands golf resort in Tochigi, Japan, about 180 kilometers northeast of Tokyo. At stake is a total of ¥4,000,000 in prize money (approximately \$40,000US). Under the leadership of Kozo Shimbo, a member of the Professional Disc Golf Association Hall of Fame, Hero Disc has grown this event from its humble beginnings in the city parks of Tokyo, to the premier disc golf event it is today.

Much of the Japan Open's success has been achieved by embracing the long-time American sports and recreation icon, the Frisbee®, while at the same time grounding the event in a celebration of Japanese culture. "The Japan Open is much more than a disc golf tournament," explains John Ahart, tournament director for the event's 2008 edition. "From the moment they land at Narita, and throughout their entire stay at the world-class amenities in Nasu Highlands, disc golfers enjoy a complete Japanese experience." That experience includes their travel within Japan, choices of cuisine, entertainment options, and exposure to Japanese philosophy and other sporting endeavors. "Of course the cash prizes matter to the world's most elite players, but the overall impact of the event creates lifelong memories that money can never buy," Ahart said.

Now in its 13th year, the Japan Open runs only every other year, since the planning and preparations are so intensive. It will be the richest in its history and features the largest international disc golf field ever assembled in Japan, with players coming from as far as Uganda and Canada, and as near as Korea and Singapore. There will also be a strong Scandinavian contingent making the trip to Japan.

No less than twelve reigning, or past, PDGA World Champions will be enjoying the three days of competition on the Jones-designed facility, which will be transformed into a 27-hole disc golf course from its 18-hole ball golf layout. Players will play one round each day during the tournament from June 12–14, with the top four male and top four female disc golfers participating in a final nine holes. In 2006, these final nine holes allowed California's Steve Rico to catch up and surpass Oregon's Avery Jenkins on his way to the previous Japan Open title.

Disc golf has been played in public and private parks throughout the United States since the mid-1970s. Now found in at least thirty different nations, more than 2,600 disc golf courses provide an economical and time-effective recreational outlet for players of all ages. The Professional Disc Golf Association (PDGA), headquartered at the International Disc Golf Center near Augusta, Georgia, is the governing body of the sport and has over 36,000 members. In 2007, the PDGA sanctioned more than 750 events, during which more than \$1.77 million in cash was awarded to its professionals. For more information about the 2008 Japan Open, you can visit <http://www.japanopen.info>. For more information about the PDGA, go to <http://www.pdga.com>.

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