

Richmond, VA March 17th, 2009 –River City Hospitality, LLC announced today that it has reached an agreement with Australian based Fullcircle Management Pty Ltd.

Under terms of the global partnership, Fullcircle Management will distribute River City Hospitality's corporate offerings at the Masters Golf Tournament and the Super Bowl to its Australian clients.

"We are very excited to be working with Fullcircle Management," said River City Hospitality President and CEO Stephen Wilson. "This agreement will enable us to penetrate the Australian marketplace and further our international presence."

"This partnership is a logical next step that creates substantial value for our customers offering a full range of unique corporate hospitality packages in the United States. This joint venture will enable Fullcircle Management to leverage its offering of innovative, competitively priced packages for its clients," said Fullcircle Management Managing Director Sharni Wells. "We are excited to begin this new era of converged corporate hospitality services with River City Hospitality."

River City Hospitality, LLC is a boutique provider of premium event planning services during premier golf events including the Buick Invitational Tournament, the Masters Golf Tournament, and the U.S. Open Golf Championship. River City Hospitality's goal is to provide its clients with an environment that is conducive to strengthening business relationships. As such, River City Hospitality's events are "turn-key." Headquartered in Richmond VA, River City Hospitality is a trusted partner for entertaining key customers and prospects. For more information please visit www.rivercityhosp.com.

Fullcircle Management, positioned in Melbourne, Victoria, is a corporate events management company that works predominantly in the sporting field who design, theme, coordinate and manage events Australia wide. Fullcircle Management makes it their duty to eliminate the time and frustration involved in sourcing solutions to meet client objectives. For more information please visit www.fullcirclemanagement.com.au