

Richmond, VA August 27th, 2008-River City Hospitality, LLC announced today that it has recently launched a new Sponsorship Division for its entire suite of golf related products.

The Sponsorship Division will target synergistic corporate partnerships for River City Hospitality's Buick Invitational Tournament, Masters Golf Tournament, and U.S. Open Golf Championship independent client entertainment programs. Its initial focus will be specific vertical markets including golf club manufacturers.

"We are in a unique position to promote high end golf products," said River City Hospitality President and CEO Stephen Wilson. "Our customers, and in turn their customers, love golf. We see great opportunity to promote golf related products to our customers and prospects through word of mouth, via our website, and through targeted public relations campaigns."

The Division is currently negotiating with several manufacturers for its 2009 calendar events. "We expect to make a few announcements in the coming weeks," said Wilson.

River City Hospitality, LLC is a premium provider of corporate hospitality services at premier sporting 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.