



FOR IMMEDIATE RELEASE:

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**Mercury Million Dollar Hole-In-One Shootout Kicks off at South Hills
Golf & Country Club**

Fond du Lac, Wis. (May 9, 2008) It's that time of the year again - to dust off those golf clubs and work on your swing - because your chance to win one million dollars is right around the corner! The Mercury Million Dollar Hole-In-One Shootout kicks off at South Hills Golf & Country Club on Wednesday, May 14, and you don't want to miss out on your chance at the great prizes available.

Qualifying rounds will also be taking place at Rolling Meadows Golf Course, Whispering Springs Golf Club and at Walleye Weekend, all leading up to the final round at Walleye Weekend on Sunday, June 8.

Finalists will take a shot at a hole-in-one during the final round, and anyone who sinks an ace in one of four holes could win a 2008 Ford Edge, 2008 Ford F-150, 2008 Street Glide or the big million-dollar cash prize.

Hole-in-one or no hole-in-one, the top golfer at the final round of this year's event will take home a 16-foot Crestliner Canadian fishing boat with a 50 hp Mercury FourStroke, while the second-closest to the pin will win a \$1000 voucher for airfare on Northwest Airlines sponsored by Carlson Wagonlit Travel.

Mercury was quick to step up and sponsor the fund-raiser.

"This is the largest free community festival most of us have ever seen, and it clearly works wonders to pull the entire community, even many from far beyond Fond du Lac, to a fun, family-oriented event that does a great job of showing off Wisconsin traditions," said Steve Fleming, director of communications. "Donating the boat and engine to the Hole-In-One Shootout provides Mercury an opportunity to draw in additional participation to the fun and to make the entire event all it can be," continued Fleming.

In addition, there will be prizes for the top three finishers at each qualifying round, including golf foursomes at South Hills, Rolling Meadows, Whispering Springs and The Golf Club at Camelot.

“Walleye Weekend not only benefits numerous non-profit organizations monetarily in our community, but it brings the community together for an entire weekend of fun and enjoyment,” said Sue Goral, co-chair of the Mercury Million Dollar Hole-In-One Shootout.

Just \$1 per ball or a bag of 11 balls for \$10 will give you a chance to try for one of these prizes. All of the proceeds from this event benefit the Fond du Lac Blueline Family Ice Center.

“Blueline is all about teamwork. That’s what is needed to make this partnership successful. Blueline is grateful to each and every sponsor of this event. With the support of these sponsors and Fond du Lac Festivals we are able to provide affordable fees to all at the Fond du Lac Blueline Hockey & Figure Skating Club,” said Goral, who is also a volunteer at Blueline Family Ice Center.

The Mercury Million Dollar Hole-In-One Shootout is sponsored by Mercury Marine, Muza Sheet Metal Company, Packerland Ford, M&I Bank, Michels Corporation, News-Talk 1450 KFIZ, Fox Cities ESPN Radio 1530, Roberts Homes & Estate, Carlson Wagonlit Travel and Open Road Harley Davidson.

Walleye Weekend will be held at Lakeside Park on June 6, 7 and 8, and is sponsored by Charter Communications, K107.1 FM, Mercury Marine, Michels Corporation, Miller Lite, Pepsi, and Bass Pro Shops. Check www.fdlfest.com for the latest information.

Fond du Lac Festivals, Inc. is a non-profit organization founded in 1983 with a mission to direct, promote, and support festivals and special events that showcase the Fond du Lac community. The organization, with a great deal of help and support from the community, is responsible for Walleye Weekend, Light Up the City, and Taste of Fond du Lac. These events benefit more than 100 local non-profit organizations. More information is available at www.fdlfest.com.

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Mercury Million Dollar Hole-In-One Shootout Schedule

Qualifying Rounds:

<p style="text-align: center;"><u>South Hills</u></p> <p>Wednesday May 14, 12:00 -7:00 pm Thursday May 15 , 12:00 -7:00 pm Saturday May 17, 9:00 am-2:00pm</p>	<p style="text-align: center;"><u>Rolling Meadows</u></p> <p>Thursday May 22,2:00 -7:00 pm Saturday May 24, 8:00 am-4:00 pm Sunday May 25, 8:00 am-4:00 pm</p>
<p style="text-align: center;"><u>Whispering Springs</u></p> <p>Thursday May 29, 1:00 -6:00 pm Saturday May 31, 8:00 am-4:00 pm Sunday June 1, 8:00 am-4:00 pm</p>	<p style="text-align: center;"><u>Walleye Weekend</u></p> <p>Friday June 6, 2:00 pm-8:00 pm Saturday June 7, 9:00 am-8:00 pm Sunday June 8, 9:00 am-1:00 pm</p>

Final Round:

Walleye Weekend—Sunday, June 10 at 3 pm