



PROMOTER LINE, INC.

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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**PROMOTER LINE, INC. ENTERS INTO MULTI-YEAR AGREEMENT WITH
BEST BUDDIES INTERNATIONAL TO PRODUCE
AUDI BEST BUDDIES CHALLENGE EVENTS WORLDWIDE**

COLLEYVILLE, TX, October 30, 2008: Promoter Line, Inc. has secured a multi-year agreement with Best Buddies International of Miami, Florida to exclusively produce the *Audi Best Buddies Challenge* bike, walk, run events, including the event in Hyannis Port, Massachusetts and the Hearst Castle event in San Simeon, California. They will also produce any new bike, walk or run events worldwide that may be added during the contract period.

Promoter Line's role to date has been to produce certain aspects of the Best Buddies Friendship Rides, including finish line concerts, starting line festivities and pre/post ride events and activities such as the 2008 First Lady's Reception, as well as producing the *Best Buddies Ball* and *Gala* events across the country.

About Best Buddies International

Founded in 1989 by Anthony Kennedy Shriver, Best Buddies is a vibrant, international organization that has grown from one original chapter to more than 1,400 middle school, high school, and college campuses worldwide. Best Buddies programs engage participants in each of the 50 United States. We have accredited international programs in 40 countries, with additional ones under active development. Our six formal programs – Best Buddies Middle

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Schools, High Schools, Colleges, Citizens, e-Buddies and Jobs – positively impact more than 350,000 individuals with and without intellectual disabilities annually. As a result of their involvement with Best Buddies, people with intellectual disabilities secure rewarding jobs, live on their own, and make lifelong friendships. For more information, please visit www.bestbuddies.org.

About Promoter Line

Promoter Line, Inc. provides entertainment and event services to organizations, festivals, charities, client sponsors and individuals around the globe. Promoter Line, Inc. provides services for all aspects of production including planning, talent booking, promotion, staging, lights and sound plus onsite execution and onsite staffing and management. Promoter Line, Inc. has been in business since September 1993. For more information on Promoter Line, Inc., visit promoterline.com or call 817-557-1009.

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