

FOR IMMEDIATE RELEASE

April 23, 2008

## **David Leadbetter Signs Multi-Year Agreement**

### **With Wilhelmina Artist Management**

CHAMPIONSGATE, Florida — David Leadbetter—the world's No. 1 golf instructor and coach to countless tour professionals worldwide, including newly crowned 2008 Masters champion Trevor Immelman—announces he has signed a multi-year agreement with Wilhelmina Artist Management of New York City.

Wilhelmina Artist Management, a division of Wilhelmina International, will represent David Leadbetter as his exclusive worldwide agent relative to all appearances, endorsements and licensing businesses. Additionally, Wilhelmina will manage the business affairs and growth strategy for the David Leadbetter Golf Academies in North America, the premier brand for golf instruction throughout the world, as well as manage Leadbetter's contractual relationship with IMG.

"I am extremely pleased and excited to be associated with such a superior agency," says Leadbetter, whose announcement comes close on the heels of his longtime student Immelman's wire-to-wire victory at the Masters. "We are developing a comprehensive plan for Academy development and future growth, and I'm sure Wilhelmina's assistance and guidance with this new expansion will be very successful."

In 1998, as an innovator in the industry, Wilhelmina Models became the first fashion company to develop a specific division to exclusively represent premier talent in the worlds of music, sports and entertainment. Today, that division called Wilhelmina Artist Management, is one of the industry's finest, with a roster that includes Fergie, Natasha Bedingfield, Heather Graham, Amy Smart and Justin Chambers, among others.

Wilhelmina Artist Management creates, develops and manages celebrity-powered campaigns, product lines, private brand licensing, endorsements, sponsorships, talent appearances and corporate entertainment strategies.

"Wilhelmina is proud and honored to represent David Leadbetter, one of the legends in the golf world, and we are equally as honored to manage his Academies in North America," says Dieter Esch, Chairman, Wilhelmina Artist Management, which measurably extends brand relevance and increases brand loyalty to targeted audiences. "The purpose of this transaction is to further improve the Leadbetter brand worldwide and expand the Academy business."

Leadbetter is the author of seven books that have sold more than two million copies, has written and produced more than a dozen DVDs and is the designer of several golf training aids that have sold well over a million units worldwide. Leadbetter—an honorary member and Professional Golfers' Association Master Professional, Golf Channel Instruction Editor and Golf Digest Teaching Professional—boasts a clientele that includes the cream of the crop of the world's finest tour professionals, including four players who have held the No. 1 spot in the

Official World Golf Ranking. Over the past 30 years his players have amassed more than a dozen Major Championship titles—with Immelman becoming the latest—and more than 100 individual worldwide tournament victories. His coaching has spanned three decades, and he often has been recognized as the “man who invented the golf instruction industry.”

Leadbetter is known worldwide as the “master of the art of teaching the golf swing.” His unmatched experience and keen sense for utilizing emerging technologies to evolve his time-tested teaching methods and game-improvement products and services assures that David Leadbetter Enterprises and David Leadbetter Golf Academies will continue to play a major role in the growth of the modern-day golf industry.

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