



FOR IMMEDIATE RELEASE

CANADIAN PRODUCER ANNOUNCES THE OFFICIAL LAUNCH OF ETOURGOLF.COM
2005 WORLD GOLF CHALLENGE CONSUMER GOLF SHOW REGISTRATION TOUR-
Feb. 15th, 2005, Mill Valley, CA., USA.

Hole In One Productions, LLC., California based Golf related Film, Television and Live Events production company is very pleased to announce Etourgolf.com 2005 World Golf Challenge's official launch of their Consumer Golf Show World On-site Registration Tour commencing with the North Coast Golf Show - Cleveland this coming weekend Feb. 18th, 19th and 20th.

ETOURGOLF.COM 2005 is the first On-Line & On-Links World Golf Challenge, where **\$10.00 USD** from every registration fee of **\$28.95** and **50%** of all net merchandizing and licensing fees will be donated to junior golf programs for disadvantaged youth and teens worldwide. The \$10.00 from each registration received at the Cleveland Golf Show will be donated at the end of the weekend and any registrations thereafter from Cleveland and surrounding area to the First Tee Cleveland chapter. . Additionally, \$2.00 from each registrant is contributed to Amazon Rainforest preservation, conservation and education projects through Health & Habitat, Inc., a 501-c-3 environmental foundation.

All registrants from the show will have their name entered into the early bird draws taking place throughout registration period for golf products donated by our sponsors including a luxury golf holiday for 2 to beautiful Malaysia, provided by Malaysia Tourism & Promotion Board to be drawn at the Australia Golf Show in Aug. 2005. In addition, Fred Baker Porsche Audi of Bedford Ohio, the provider of the Porsche Cayenne (one of our grand prizes) on display at the show, is donating a number of prize giveaways for throughout the weekend.

"Our mission for this weekend is to sign up 1000 golfers, thereby donating \$10,000 US to First Tee in Cleveland. We are very excited about starting our launch in Cleveland and from all reports we anticipate a warm, receptive response. We look forward to meeting you all there, just look for the tall flying Etourgolf.com flags and drop by our booth #'s 524,526 & 528 to learn more about the tournament and to register. You will also meet our special guest Tamara Clark, the female host of our fun entertaining, instructional reality golf TV series "Foreplay Golf" who will be assisting me for the weekend.

On a global scale, our mission over the next five years through our Live and Televised golf events is to raise approximately **10 MIL USD** for these worthy programs such as Faldo Trust for Tomorrow's Champions, First Tee, Teens On Greens, Ace Golf Kids and other junior golf programs that introduce the game of golf to our disadvantaged youth, exposing them to the teachings of sportsmanship and athletics. These golf programs help develop life skills, form relationships that give them a new outlook and direction in life and build opportunities for their future. As the environment plays a big part in their future, we are also supporting Amazon Rainforest projects. We at Hole In One Picture, Inc. are very committed to developing long standing relationships with these organizations to grow these programs worldwide. With the assistance of media partners, sponsors, professional endorsements and benefactors, we anticipate exceeding these objectives." as quoted by Barbara L. Yaremko, Founder, CEO of Hole In One Pictures, Inc. and its USA subsidiary Hole In One Productions, LLC.



Etourgolf.com is the first "On-line & On-Links World Golf Challenge" whereby Men & Women around the World, with any level of golfing ability, can register on-line, play their own course, register their scores on-line and have an equal chance to qualify for a spot in the "televised playoff" at **Montelago Village Resort, Las Vegas**, January 2006. Winners receive fabulous prizes of Luxury Vehicles, Golf Holidays, Luxury Trip for Two to the 2006 Masters, Golf Equipment, Cash and much more. Retail value: **approximately \$200,000.00 US!**

Throughout the months of March, April, May, June, July, Aug., Sept. and Oct. 2005, Participants worldwide will play 10 rounds minimum at their golf course of choice, then record their scores using the "**Handicap Tracker**" system on Etourgolf.com's website. The handicap tracker system will record all scores and calculate net totals, thus determining the top 2 Female and top 2 Male finalists from each participating country. These finalists from around the World will fly to Las Vegas in January 2006 for a week of golf challenges and tournament play to determine the Prize winners. This playoff will be filmed for broadcast Worldwide on Sponsor Networks and On-Line.

Hole In One Pictures, Inc., was established in 2003 to develop, produce and distribute golf related film, television and live events that promote and grow the game of golf. Over the past two years it has developed, produced and is currently distributing three productions: Etourgolf.com, Foreplay Golf (*an instructional, informative, entertaining golf travel show that takes a fun approach to teaching and learning the great game of golf*), and its companion www.foreplaygolf.tv golf, travel and entertainment website.

For additional information on licensing, affiliate, sponsorship and advertising or to discuss opportunities available, contact Barbara L. Yaremko, Tel: 1.415.389.8599; cell #415.847.2773 or email: barbara@foreplaygolf.tv.