



FOR IMMEDIATE RELEASE

HOLE IN ONE PRODUCTIONS, LLC., SEALS ASIA DISTRIBUTION DEAL WITH MEDIA PARTNERS S.r.l – Sept. 28th, 2005 Mill Valley, California, USA

Hole In One Productions, LLC., California based, and Hole In One Pictures, Inc., Vancouver based (HIOP), the producers and rights holder of the World Class Charity Golf Challenge "Etourgolf.com" and Foreplay Golf TV Series, are very pleased to formally announce the signing of an exclusive sales/distribution agreement that includes all its productions, events and merchandise across all platforms for Asia with Media Partners S.r.l (MP) based in Milan, Italy and its Asia Rep Office in Shanghai, China.

"We are absolutely thrilled to be working with Beatrice Lee and Simone Crespi from MP's Shanghai office. We signed an agreement back in late July and we have all been so busy with meetings and developing relationships with marketing partners, networks and sponsors in Asia and other parts of the world, we are only now having the time to announce our relationship. MP has such a strong presence in Europe, UK and now in Asia with Beatrice and Simone, a dynamic duo, working with them is an honor. We couldn't ask for better representation in Asia. They are so effective, highly regarded, well known and respected, that even prior to signing they had identified very strategic marketing partners for Etourgolf.com and broadcasters for Foreplay Golf in China, Japan and South Korea. China has been finalized and announcement forthcoming. South Korea is in draft agreement and Japan is awaiting proposal. Entry into Asia and especially China is the most difficult but desired market for international rights holders and Beatrice and Simone have a pulse on this market. For all rights holders who would like representation in China, Simone and Beatrice are premium, they are professional and deliver first class. We look forward to a very long rewarding relationship with MP and working with Beatrice and Simone. Securing an agreement with MP provides us with an immediate entry into Asia, and provides our existing sponsors and advertisers with tremendous exposure in a market that they wouldn't have easily obtained." 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 2005 World Golf Challenge that supports charity programs for youth and the environment provides a fun, non-competitive way for Men & Women globally, of any golfing ability, with or without a handicap, to turn their golf rounds played throughout the season into an opportunity of a lifetime. All one has to do is register on-line, play their favorite course, register their scores on-line and qualify to represent their country and/or region at the "televised playoff" in Las Vegas, Rio Secco Golf Club January 16th-20th 2006. The "Playoff" with 60 contestants representing 15 countries is a week of golf fun, contests and tournament play, a chance at a Million-Dollar hole in one and a 10,000 putt out. 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!

Media Partners Group. Media Partners Group is European leader in sports marketing strategy and sports rights management. Media Partners Group pioneers an integrated approach to the development and strategic marketing of sports



institutions, events and the image management of individual athletes. Trusted by the world's media companies and sports federations on both a national and international level, Media Partners Group delivers creative solutions to the increasingly complex challenges presented by the evolving media landscape.

The main assets of Media Partners Group come from:

- great knowledge of media and sports market,
- well-established relationships with the most important sports events managers,
- great home skills which can turn a sport event into a media one,

Media Partners Group is today:

- Italian leader and one of the most important European agencies in sports rights management
- Leader worldwide in winter sports rights management (with contracts with over 80 local organizing committees of the Ski World Cup) a stable firm, with high margin in its core business and a sharp financial position historically positive.

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Hole In One Pictures, Inc., established in 2003 and Hole In One Productions, LLC established in 2004, develops, produces and distributes golf related film, television internet and live events that promote and grow the game of golf and make a contribution back to the community. Over the past two years it has developed, produced and is currently distributing five 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*), its companion www.foreplaygolf.tv golf, travel and entertainment website, and MatchGolfers.com a golf personals site for networking, friendship and/or romance. It also has one feature film and another world event in the works.

For additional information on licensing rights, affiliate, sponsorship and advertising in other territories, or to discuss business opportunities available, contact Barbara L. Yaremko, Tel: 1.415.388.8999 or email: barbara@holeinonepictures.com.