

# **\*\*MEDIA ALERT\*\***

## **USA Network at the AT&T Pebble Beach Tournament swings the ball with expert instructor:**

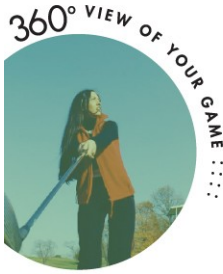
### **- CHRISTIE SMITH -**

**WHEN:** February 5 and 6 at the AT&T Tournament in Pebble Beach, CA (for hours or interviews please call assigned contact)

**WHAT:** Through sessions of high instruction, Lady Pro Christie Smith will present her leading edge high tech video system for understanding and applying powerful techniques in swing solutions. USA Cable guests of all levels will take advantage of this unique instruction method to improve their technique.

**WHO:** Expert Instructor Christie Smith, LPGA is recognized as one of the game's premier teachers and players, competing in the U.S. Women's Open Qualifier and other leading golf tournaments. Christie developed a golf school and executive golf programs at Stanford University where she was director of instruction. Her credentials include certifications from Henry-Griffitts Club Fitter, Dave Pelz Short Game Golf School, Chuck Hogan Golf School, and others. Christie personally researched Tiger Wood's golf swing and provided lessons to top PGA tour players such as Noteh Begay and Casey Martin.

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**CHRISTIE SMITH GOLF**

[www.christiesmithgolf.com](http://www.christiesmithgolf.com)

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**For Immediate Release**

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### **Lady Pro Offers Top-Level Instruction to Golfing Guests at AT&T Tournament.**

Carmel Ca. February 5th, 2004 - This is the center of the world for golf – the big AT&T Pebble Beach tournament. The place is packed with golf enthusiasts, all looking to improve their game and get some tips and inspiration from the pros.

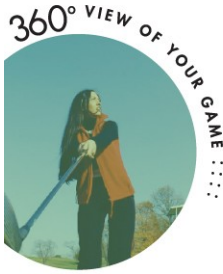
Guests of USA Network at this week's tournament will have a special opportunity to get their golf game going...with private instruction from Christie Smith, LPGA, a leading golf pro and owner/founder of Christie Smith Golf.

Expert Instructor Christie Smith, LPGA is recognized as one of the game's premier teachers and players, competing in the U.S. Women's Open Qualifier and other leading golf tournaments. From 1996-1999, Christie developed a golf school and executive golf programs at Stanford University where she was director of instruction. Her credentials include certifications from Henry-Griffitts Club Fitter, Dave Pelz Short Game Golf School, Chuck Hogan Golf School, and others. Her professional experience also includes several years as Director of Instruction for SportSense, an innovative golf company that researched PGA, LPGA, and Senior PGA swings with sophisticated high-tech computers that analyzed every aspect of the golf swing. During her work at SportSense Christie personally researched Tiger Wood's golf swing and provided lessons to top PGA tour players such as Noteh Begay and Casey Martin.

Christie will bring her extensive experience and personal coaching style exclusively to guests of USA Network at this week's tournament. Golfers of all levels from beginner to scratch can take advantage of Christie's private lessons. Her instruction includes leading edge high tech video systems for understanding and applying powerful techniques such as swing solutions. Each client gets a unique analysis of their golf swing, personalized swing booklet and CD with specific recommendations on how to improve their swing.

"Christie Smith Golf being a part of USA Network's chalet was a huge success last year and we are looking forward to the interactive experience again this year. Our clients truly enjoyed their experience with Christie and went away feeling as if they had improved their golf game," says Jennifer Cohen, Senior Manager of Promotion and Event Marketing at USA Network. "Christie is an absolute joy to work with."

"This is one of the most exciting events of the year for me. It's such a great opportunity to work with USA Network and their guests who want to swing like the tour players they are watching at the 2004 AT&T. I think it's fun and exciting for the



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guests and employees of USA Network to have a lesson on the key points of what tour players do in their golf swing. They improve immediately and then they are off to observe the players in the tournament and understand their swings better which, helps them understand what they need to do to have a more consistent golf swing."

Christie speaks, trains, and consults with corporations on how to benefit from golf in work and life. She has been involved in the golf industry for over 13 years.

Throughout her 13 year career, Christie has taught thousands of men, women, and kids the game of golf. She moved to the California bay Area eight years ago from Birmingham, Alabama where she was an instructor for an exclusive golf school. She is trained as a Henry-Griffitts Club Fitter, Dave Pelz Short Game Golf School, Chuck Hogan Golf School, and SportSense High-tech Video.

Christie received degrees in business administration and golf management from Methodist College in Fayetteville, North Carolina, where she played for their National Championship Golf Team. She resides in Redwood City, California.

She has been featured in Golfer's Digest and other publications; as well she has been part of Sybase Big Apple Classic – Hired for consulting and instruction  
Professional Business Women – Invited to be a speaker and on panel of female professional athletes.

For interviews and photo opportunities please contact Alex Kalkwarf at (909) 307-3998.

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