



## **DONALD J. TRUMP AND GOLF CHANNEL DEBUT NEW CELEBRITY REALITY SERIES**

*“Donald J. Trump’s Fabulous World of Golf” Premieres April 12 at 9 p.m. ET on  
Golf Channel*

*Video Sneak Peek: [Premiere Episode Sneak Peek](#)*

**ORLANDO, Fla. April 2, 2010** – Donald Trump will head straight from the boardroom to the golf course in a new six-part series titled *Donald J. Trump’s Fabulous World of Golf* debuting April 12 at 9 p.m. ET on Golf Channel. In each hour-long episode, Trump will host a bevy of celebrities, superstar athletes and professional golfers at his exclusive golf properties around the world, as they compete head-to-head for their favorite charity. The premiere episode, co-hosted by professional golfer and former *Big Break* contestant Blair O’Neal, showcases football greats Jerry Rice and Lawrence Taylor as they take their skills off the football field to face off on the green.

From West Palm Beach to his top-rated courses in New York, New Jersey, Washington, D.C. and California, viewers will get a behind-the-scenes look at Trump’s golf empire, as well as an opportunity to watch celebrities from the world of sports and entertainment swing for the charity of their choice—and bragging rights. Off the course, in each show, fans also will be granted exclusive access to witness how Trump brings his competitive bravado to his growing golfing empire. Future episodes of *Donald J. Trump’s Fabulous World of Golf* will feature Oscar De La Hoya vs. George Lopez, Mark Wahlberg vs. Kevin Dillon and Rocco Mediate vs. John Daly. The series’ final two matches will be announced at a later date.

To ensure each episode brings excitement and a high-level of competition, celebrity players will face off against others of similar handicaps. Each match-up is destined to take a series of twists and turns as Trump presents many entertaining and exciting challenges along the way, including a pre-determined hole that’s worth \$10,000 for their favorite charity. In the first episode, Rice and Taylor will be playing for the charities March of Dimes and For Life, respectively.

Donald Trump said, “As everyone knows, golf has always been one of my greatest passions, so I’m excited to work on this new program with Golf Channel, which showcases my award-winning, top-rated golf resorts from around the world and fierce competition between some of the biggest known celebrities, all while raising money for

charity. I'm looking forward to granting viewers access to the inner workings of the unparalleled Trump golf empire, which is growing at a break neck pace."

"*Donald J. Trump's Fabulous World of Golf* will bring viewers into the unique business of golf, "Trump-style,"" said Tom Stathakes, Golf Channel senior vice president of programming, production and operations. "We'll go behind the scenes at some of the most breathtaking courses in the world while featuring top celebrity match-ups in unique golf competitions."

*Donald J. Trump's Fabulous World of Golf* is part of Golf Channel's new slate of original programming featuring A-list Hollywood talent and fascinating sports personalities. Golf Channel's other original programming standouts for spring include *Being John Daly* which chronicles the infamous golfer's road to redemption, and *The Haney Project* starring Ray Romano.

Trump also is the creator and star of NBC's highly rated *The Apprentice* and *The Celebrity Apprentice*. The new season of *The Celebrity Apprentice* is currently airing on NBC.

*Donald J. Trump's Fabulous World of Golf* is produced by Golf Channel in conjunction with The WorkShop, LLC, an independent multi-media production company based in Bryn Mawr, Penn.

### **About Golf Channel**

Golf Channel is a multimedia, golf entertainment and services company based in Orlando, Fla. The Golf Channel cable network, co-founded by Arnold Palmer and a subsidiary of Comcast Corporation (NASDAQ: CMCSA, CMCSK), is available in more than 120 million homes worldwide through cable, satellite and wireless companies. Exclusive partnerships with the world's top tours allow Golf Channel to feature more live golf coverage than all other networks combined, added to a programming schedule distinguished by golf's best news, instruction and original programming. Golf Channel's digital platform of businesses is led by GolfChannel.com, the number-one golf destination on the Internet, delivering unmatched coverage of the world of golf, as well as services that help the recreational player with how to play, what to play and where to play golf.

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