

CEO GOLFERS



WORLD CHALLENGE 2010

UAE – ITALY – GERMANY – NETHERLANDS – USA

organized by



World Trade Center
Monaco, Monte-Carlo



World Trade Center
Palm Beach

to benefit



**Fondazione Legato
DINO FERRARI**

Sezione Enzo e Dino Ferrari
Unione Italiana Lotta alla Distrofia Muscolare

"To fight against Muscular Dystrophy"

hosted by



Trump International
Golf Club



The Mar-a-Lago Club



BOCA RATON
RESORT & CLUB

THE WALDORF ASTORIA COLLECTION



HET RIJK VAN NIJMEGEN

Official U.S. Event Organizer



Official Travel Agency



Official Sportswear



www.ceogolfers.org

Format

The CEO Golfers World Challenge 2010 is played over 18 holes Stableford play at each tournament (Semifinals and Final). The Semifinal and Final are "Shot Gun" Tournaments. Starting time each player will be communicated before each tournament during the registration, which can be made directly at the secretariat of each Golf Club (by phone or on site).

The Stableford format allows each player to play against the par of each hole. The player receives points according to how he/she scores in relation to par.

The scoring system is as follows:

2 or more over par	0 point
1 over par	1 point
Par	2 points
1 under par	3 points
2 under par	4 points
3 under par	5 points and so on...

The score is the Nett score for each hole dependent on the player's handicap. The normal allowance under Stableford rule is 7/8ths of the lowest club handicap though it is becoming common practice for players to receive their full handicap allowance.

Each Tournament (Semifinal and Final) is opened to golf Amateurs with handicap. During the Semifinal Tournaments the Amateurs can register to the tournament and can play with their golf Pros in the team but in this case the Pros are not entitled to win the tournament.

The different handicap categories are following (calculated based on a Par 72 golf course):

1. First Category: from 0 to 12 hcp;
2. Second Category: from 13 to 22 hcp;
3. Third Category: from 23 to 36 hcp.

There are 5 National Semifinal Tournaments hosted: in Abu Dhabi, U.A.E.; in Milano, Italy; in München, Germany; in Nijmegen, Netherlands; in Florida, USA.

The International Final Tournament and collateral events are hosted: on November 10th, 2010 in Palm Beach, U.S.A., at the "Trump International Golf Club".

From 100 to 120 CEO Golfers are expected to play each tournament. Only 8 Winners of each Semifinal Tournament are eligible to participate to the Final Tournament at the "Trump International Golf Club" in West Palm Beach, U.S.A. (flights, accommodations, green fees & collateral events covered by the organization of Palm Beach) where to meet local club members & CEO golfers for the title of 2010 and for business development opportunities.

Following are the criteria to select the Winners of each Semifinal Tournament:

1. The Best Gross Score (it refers to the total number of strokes taken during the round of golf, plus any penalty strokes. In other words, the total score without adjustments)
2. The First Winner (Nett) of the First Category
3. The First Winner (Nett) of the Second Category
4. The First Winner (Nett) of the Third Category
5. The First Lady score
6. The First Senior score (who has reached the age of 50 is considered "Senior")
7. The Best Birdies Score
8. The Winner of the "Lottery Score" (at the end of the tournament there will be a lottery with the scores of all the players).

In case the First Winners -with the above criteria- will not confirm their participation into the Final Tournament, the Second Winners will be contacted than the Third Winners and so on, in order to select the 8 appropriate Winners of each Semifinal Tournament. The Winner of the Final Tournament is the Best Gross Score.