

**For Immediate Release:  
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**RBC BECOMES TITLE SPONSOR FOR CANADIAN OPEN**

*- Agreement secures long-term future for RBC Canadian Open -*

**Oakville, Ont. (RCGA)** – The Royal Canadian Golf Association (RCGA) announced today that RBC has agreed to a sponsorship agreement to become title sponsor of the PGA Tour’s Canadian Open through 2012. Financial details and terms of the partnership were not disclosed.

The RBC Canadian Open, Canada’s only PGA Tour event, will debut from July 21-27, 2008. Next year will mark the 99<sup>th</sup> playing of the Open championship.

“This is a landmark day for golf in Canada. For over 100 years, RBC has earned its standing as a leading national institution and today is Canada’s most respected corporation. To unite our historic national golf championship with the brand, strength and commitment of RBC is in many ways a perfect partnership,” said Scott Simmons RCGA Executive Director. “RBC has given us an opportunity to continue and grow the Canadian Open with excellence. Our Board, staff, volunteers along with over five million golfers have a lot to be excited about today, all thanks to RBC.”

“Working with the RCGA to re-energize and strengthen this great property gives us an ideal platform and an exceptional opportunity to reach our target markets in Canada and build the RBC brand in the U.S. and internationally,” said Jim Little, Chief Brand and Communications Officer, RBC. “We are committed to working together with the RCGA to ensuring the RBC Canadian Open is a premier stop on the PGA Tour.”

“On behalf of the PGA TOUR, I would like to congratulate both RBC and the Royal Canadian Golf Association on today’s exciting news regarding the Canadian Open. RBC is a highly respected global brand and world-class financial institution, and we look forward to supporting RBC as our newest partner on the PGA TOUR,” said PGA TOUR Commissioner Tim Finchem. “The RCGA has been a valued partner of the PGA TOUR for a number of years and the Canadian Open, as the fourth-oldest tournament on TOUR, has been an integral part of our schedule. Through the RBC Canadian Open, we will continue to showcase the PGA TOUR and golf at its highest level to millions of golf fans in Canada, across North America and throughout the world.”

Plans are already underway for the 2008 RBC Canadian Open. For corporate hospitality, tickets, volunteer and sponsorship information please visit [www.thecanadianopen.ca](http://www.thecanadianopen.ca) or call 1-800-571-OPEN.

**NOTE:** a webcast featuring today’s news conference will be available online at [www.rcga.org](http://www.rcga.org) and [www.thecanadianopen.ca](http://www.thecanadianopen.ca)

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## **ABOUT RBC**

Royal Bank of Canada (RY on TSX and NYSE) and its subsidiaries operate under the master brand name of RBC. With 70,000 full-and part-time employees serving 15 million clients through offices in North America and 34 countries around the world, RBC offers a full range of financial products and services and hold strong market positions in personal and commercial banking, wealth management services, insurance, corporate and investment banking and transactions processing services on a global basis. In Canada, RBC is the largest bank in Canada as measured by assets and market capitalization.

## **ABOUT THE ROYAL CANADIAN GOLF ASSOCIATION**

The Royal Canadian Golf Association (RCGA) is the governing body of golf in Canada, representing 377,000 members at 1650 clubs across the country. Some of the RCGA's core services include the Rules of Golf, handicapping and course rating, support of turfgrass and environmental research, the Canadian Golf Hall of Fame and Museum and CN Future Links, Canada's national junior golf program. In addition, the RCGA conducts Canada's most prestigious golf championships. The Canadian Open and CN Canadian Women's Open attract the best professional golfers in the world, while six regional junior championships, 10 national amateur championships and the CN Canadian Women's Tour showcase the best of Canadian golf. For more information please visit [www.rcga.org](http://www.rcga.org).

## **ABOUT THE 2008 RBC CANADIAN OPEN**

An exciting new era has arrived for Canada's national championship. Part of the FedEx Cup, stars of the PGA Tour will compete for \$5 million (US) at the RBC Canadian Open, July 21-27 at Glen Abbey Golf Club in Oakville, Ontario. Established in 1904, the tournament is the third-oldest national open golf championship worldwide next to the British Open and the U.S. Open. The RBC Canadian Open is proudly sponsored by RBC, Bell, and BMW Group Canada. For updated corporate hospitality, tickets, volunteer and sponsorship information please visit [www.thecanadianopen.ca](http://www.thecanadianopen.ca) or call 1-800-571-OPEN

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