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Third Annual Provident Financial Management Golf Classic
Raised \$175,000 for Bogart Pediatric Cancer Research Program

FOR:
Bogart Pediatric Cancer Research Program
5900 Wilshire Blvd., Suite 2600
Los Angeles, CA 90036
323.330.0520
www.bogartfoundation.org

FROM:
Jarvis Communications
Sam Dependahl
310.313.6374
sam@jarviscommunications.com

THIRD ANNUAL PROVIDENT FINANCIAL MANAGEMENT GOLF CLASSIC RAISED \$175,000 FOR THE BOGART PEDIATRIC CANCER RESEARCH PROGRAM

(March 26, 2010; Los Angeles, CA)—The Third Annual Provident Financial Management Golf Classic attracted a sell-out crowd at the top-rated Sherwood Country Club in Thousand Oaks, CA on Monday, raising \$175,000 for the Bogart Pediatric Cancer Research Program. To date, the annual golf event has brought in over \$523,000 to support “bench to bedside” research at Childrens Hospital Los Angeles.



Former Eagles guitarist Don Felder and his team, Ernie Johns, Jake Jacobson, and Evan Weiss

“It was a privilege to enjoy such a beautiful day on the Sherwood Country Club golf course, but what truly made this year’s event a success was the generosity of our players,” commented Ivan Axelrod, Chief Operating Officer of Provident Financial Management. “Over 100 players from all corners of the business community came together for a vital cause, and together we are ensuring the doctors at the Bogart Labs in Childrens Hospital Los Angeles will be able to continue their groundbreaking research to save countless children’s lives.”

Event registration opened at 9:30 a.m. and golfing began at 11:00 a.m. Golfers included executives from Provident Financial Management, and sponsoring corporations including City National Bank, Gilbert/Krupin, Dreamworks, True Religion, RSMI McGladrey, Billboard Magazine, Midway Car Rental, JP Morgan, Grosvenor Park, William Morris Endeavor Entertainment, Activate Water and Gelfand, Rennert &

Feldman. Also in attendance were celebrities including former Eagles guitarist Don Felder, pro surfer Timmy Curran, and KTLA Morning Show anchor Frank Buckley. In a surprise twist this year, two players from the same 4-player team, Jimmy Camuso and Gary Macdonald, each shot a hole-in-one.



Jimmy Camuso scored a hole-in-one on hole 3 and his teammate Gary Macdonald shot one on hole 12

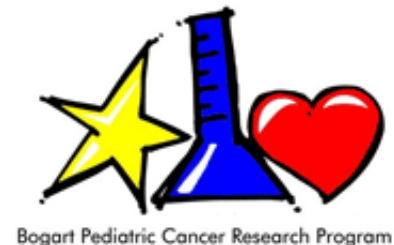
Following the tournament, attendees gathered in the Sherwood clubhouse for a cocktail party. The evening's silent auction attracted heavy bidding for various guitars signed by popular musicians such as Flea of the Red Hot Chili Peppers, Sheryl Crow, and Eagles guitarist Don Felder. Other items included a Jack Nicklaus signed Masters Flag & collage, various mementos signed by the band Motley Crue, and tickets to the upcoming May 13th Bogart Pediatric Cancer Research Program Wine Aficionado Dinner. The evening's live auction lots included a four-night stay at an Exclusive Resorts location, a trip for two to Las Vegas with transportation, accommodations and Jersey Boys tickets, Dodgers tickets located behind home plate, a 45-minute private flight with Captain Richard Pack in his P-51 Mustang World War II fighter aircraft, and a trip to the Napa Valley with accommodations and winery tours.

The Sherwood Country Club is home to a championship 7,052 yard, par-72 champion golf course designed by golfing legend Jack Nicklaus. Participants enjoyed breathtaking views of the Santa Monica Mountains and the course's lush landscaping featuring 1,800 mature oak trees, waterfalls, and jasmine and rose bushes.

Next year's Provident Financial Management Golf Classic is set for March 21, 2011.

About the Bogart Pediatric Cancer Research Program

The Bogart Pediatric Cancer Research Program's primary purpose is the financial support of the Bogart Labs at Childrens Hospital Los Angeles. Bogart is dedicated to continue its support for those programs and projects that are on the cutting edge of "bench to bedside" research. Bogart funds the diagnosis, treatment, care and cure of leukemia, cancer and AIDS by funding on a research development grant basis. This funding enables the foundation to secure more substantial support from other funding sources.



Named in memory of Neil Bogart, the late record and film executive who died of lymphoma at the age of 39, The Bogart Pediatric Cancer Research Program was founded in 1984. Looking to celebrate his life, friends, family and colleagues linked efforts with the beginnings of a pediatric program at Childrens Hospital Los Angeles. Songwriter Carole Bayer Sager and Neil's widow Joyce Bogart Trabulus cited as an inspiration his love of children and his resolve that one person could make a difference. Today, Bogart, which supported one small laboratory, now supports several research programs whose impact is felt across the world.

The exciting research that goes into the Bogart Pediatric Cancer Research Program is a result of the unique combination of the leadership, talent and ideas of the researchers and clinicians; the research funding from Bogart; the facilities, staff and patients of the Childrens Hospital Los Angeles (CHLA); and the Children's Oncology Group (COG).

An idea begins in the mind of a researcher and is funded by seed grants from Bogart. As the research shows promise, more traditional funding sources are available to expand the research. Because of the relationship between the Labs and CHLA, research jumps at the earliest stage from the bench to bedside of a child, where it is needed most. Through the COG, medical professionals at 120 member facilities around the world have access to this research and are able to cross reference their patients and treatments with the latest protocols.

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About Provident Financial Management

Provident Financial Management specializes in managing the financial affairs of a diverse group of clients, including members of the music, motion picture, television and sports industries, as well as some of the most successful high net-worth professionals and executives in the business community. Established over twenty-five years ago with offices in Los Angeles, Woodland Hills and San Francisco, Provident has become a leader in various business management practices including specialized domestic and international tax planning, tour and live engagement accounting, royalty, participation and publishing administration and strategic industry financial and business planning. Provident Financial Management is part of RSM McGladrey one of the largest and most prominent accounting firms in the world.



Provident Financial Management Executives and event planning committee members Bill Vuylsteke, Ivan Axelrod, Barbara Karrol, Larry Einbund

**FOR MORE INFORMATION OR TO ARRANGE AN INTERVIEW,
PLEASE CONTACT JARVIS COMMUNICATIONS AT 310.313.6374**