



**FOR IMMEDIATE RELEASE**  
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## **CBS Sports Documentary Explores How the Aerial Shot Changed Television Coverage of Golf**

***The Best Shot in Golf* Presented by MetLife Showcases Blimp's Role on PGA TOUR**

**PONTE VEDRA BEACH, FL** – When it comes to television coverage, the best shot in golf belongs to the MetLife blimp. A new hour-long documentary airing Saturday, May 3, on *CBS* at 2:00 p.m. ET entitled: *The Best Shot in Golf* presented by MetLife, will summarize how the 1,500-foot aerial shot has become an essential part of how *CBS Sports* covers the PGA TOUR.

Whether it's the rugged beauty of California's Pebble Beach and Torrey Pines, or the low-lying resorts at Hilton Head Island, South Carolina and Ponte Vedra Beach, Florida, *The Best Shot in Golf* presented by MetLife, takes the viewer behind the scenes to show how dramatic shots are captured each week, as well as the exceptional demands on those involved -- allowing sports fans an inside look at the moving pieces that make up the live golf coverage.

*The Best Shot in Golf* presented by MetLife, is an exciting journey that illustrates how the MetLife blimp, Snoopy One, provides a birds eye view that combines both the beauty of the courses with a unique above the ground view of the game. Produced by PGA TOUR Productions, the special demonstrates how the aerial camera captures distinct design features of each golf course and what players face on specific shots. It highlights the importance of this matchless perspective from the blimp and explains how the overall aerial broadcast of golf is created.

*The Best Shot in Golf* presented by MetLife, will precede the Wachovia Championship on *CBS Sports*. Whether it is the nomadic journey of the 14-person MetLife Snoopy One crew, or the *CBS* broadcast team on the ground, it is a fascinating process. The blimp crew travels the country with the TOUR, facing the challenges of Mother Nature along the way.

Once the tournament begins, focus shifts to *CBS'* television truck where the production team strategically works the blimp camera into the telecast. From the producer/director in the truck, to the pilot dodging wind pockets, to how dedicated cameraman Bob Mikkelson crafts his shots, *The Best Shot in Golf* presented by MetLife shows how television's largest camera platform delivers the view from above.

It also features memorable PGA TOUR shots from above and educates viewers about the structure of the blimps.

### **About MetLife**

Celebrating 140 years, MetLife is a subsidiary of MetLife, Inc. (NYSE: MET), a leading provider of insurance and financial services with operations throughout the United States and the Latin America, Europe and Asia Pacific regions. Through its domestic and international subsidiaries and affiliates, MetLife, Inc. reaches more than 70 million customers around the world and MetLife is the largest life insurer in the United States (based on life insurance in-force). The MetLife companies offer life insurance, annuities, auto and home insurance, retail banking and other financial services to individuals, as well as group insurance, reinsurance and retirement & savings products and services to corporations and other institutions. For more information, please visit [www.metlife.com](http://www.metlife.com).

### **About the PGA TOUR**

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to provide competitive earnings opportunities for past, current and future members of the PGA TOUR, Champions Tour and Nationwide Tour; to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world.

In 2008, the three Tours will compete in 108 events for approximately \$355 million in prize money. Tournaments will be held in nine countries outside the U.S. and in 37 states.

In addition to providing competitive opportunities for its membership, TOUR events also generate significant funds for local charities. In fact, the three Tours have surpassed the \$1 billion mark in overall charitable contributions. The PGA TOUR's web site address is [www.pgatour.com](http://www.pgatour.com) and the company is headquartered in Ponte Vedra Beach, FL.

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