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**PASADENA TOURNAMENT OF ROSES® CEO MITCH DORGER  
TO RETIRE IN SPRING 2010**

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*Parker Executive Search Retained*

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PASADENA, CALIF. (July 1, 2009) – Mitch Dorger, chief executive officer of the Tournament of Roses, announced his retirement, effective April 30, 2010. Dorger has been in his position since 2000.

“I am proud of what we were able to accomplish,” said Dorger. “But after 10 years, it is time for new leadership and time for me to enjoy some days with my family.”

“What Mitch has done with our volunteers and strong support staff has been incredible,” commented Jeffrey L. Throop, executive vice-president. “He has been able to maintain the tradition and legacy of the Tournament of Roses while advancing the organization into the 21<sup>st</sup> century.”

The Tournament of Roses organizes and provides year-round support and marketing for the internationally recognized Rose Parade®, the traditional college football game – the Rose Bowl Game® presented by Citi, as well as the Tournament of Roses Foundation and associated events.

Throop announced that the association has formed a search committee to find Dorger's replacement and has retained Parker Executive Search (<http://www.parkersearch.com>) to assist in the search. The firm, headquartered in Atlanta, has led searches for the President of the NCAA, the Commissioners of Conferences, and dozens of chief executive officers and leadership executive positions around the nation. Parker Executive Search also conducts executive searches globally for corporations, colleges and universities.

### **About the Pasadena Tournament of Roses®**

The Pasadena Tournament of Roses is a volunteer organization that annually hosts the Rose Parade® and Rose Bowl Game® presented by Citi. The 121<sup>st</sup> Rose Parade will take place Friday, Jan. 1, 2010, at 8 a.m. (PST) featuring majestic floral floats, high-stepping equestrian units and spirited marching bands. Following the Rose Parade, the 96<sup>th</sup> Rose Bowl Game presented by Citi will kick off at 2:10 p.m. and feature an exciting match-up between two of the top teams in the country.

On January 7, the Tournament of Roses will also host the No. 1 and No. 2 BCS-ranked teams in the 2010 Citi BCS National Championship Game. The Game will kick off at 5 p.m. (PST) from the historic Rose Bowl Stadium. For additional information on the Tournament of Roses please visit the official website at [www.tournamentofroses.com](http://www.tournamentofroses.com).