

NEWS ALERT

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Mixing Business with Pleasure: The Glowing Effect

PANAMA CITY, FL, December 11, 2003 - If you ask Russ Smith, Vice President for Royal American Hospitality, and his wife Becky, Director of Information Technology for Life Management Center, what they enjoy doing most in their spare time, you might expect the Bay County residents to reference the beach, travel, high-tech gadgets or simply the opportunity to relax. The **only** reply they share - and do so with great passion - is not about down-time. It's about "going for the glow." To explain, the Smiths describe their truly satisfying hobby / second job, "Go for the Glow" something like:

1. A holiday light show with more than 60,000 dancing lights performing to choreographed numbers as well as rocking to the holiday tunes featured on Sunny 98.5;
2. A year-round project, complete with inventory control and amperage calculations right down to every light bulb and amp;
3. A series of holiday festivities that inspire creativity and celebration;
4. A REAL good Egnog (Russ' 3rd Generation Recipe);
5. The two-time winner of Panama City Beach's holiday lights contest;
6. The result of mixing a 16-channel professional light controller, dimmer packs, 200 additional amps of Gulf Power, a 108,000-bulb light inventory, a beautiful two-story home on a cul-de-sac, and Russ & Becky Smith;
7. Two local residents who spend their vacation time counting bulbs and climbing ladders.

Russ and Becky invite you to come and visit "Go For the Glow". The address is 2407 Grand Harbor Drive (see directions below). The show glows from about 6pm most nights until 10pm. For more details about the show visit online at www.gofortheglow.com.

Directions: From the Hathaway Bridge take a right onto Thomas Dr. to Magnolia Beach Rd. This road is next to Winn Dixie. As the road bears right take a left turn at the fork. A sign for the Preserve is at this fork. This will keep you on Magnolia Beach Rd. Turn left onto Bear Point Road (if you reach the RV park, you missed it). Left again onto Mainsail at the Grand Harbor subdivision sign. Take an Immediate right turn onto Grand Harbor Drive. We are the last house on the right (#2407).