



**FOR IMMEDIATE RELEASE**

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**HERITAGE GOLF GROUP FORMS STRATEGIC ALLIANCE WITH PGA TOUR**

*SAN DIEGO, Calif.* – Heritage Golf Group, Inc. and the PGA TOUR announced today that they have formed a strategic alliance. The extent of the alliance remains to be fully defined, but is intended to leverage the assets and strengths of both companies to provide expanded golf experiences for members and guests throughout the TOUR’s TPC Network of 22 premier clubs and Heritage Golf Group’s portfolio of 16 distinguished private and resort courses in California, Texas, Georgia, Florida and South Carolina, including the acclaimed Valencia Country Club in Valencia, CA; Oyster Reef Golf Club in Hilton Head Island, SC; Atlanta National Golf Club and White Columns Country Club in Atlanta, GA; and Weston Hills Country Club in Ft. Lauderdale, FL, former site of the PGA TOUR Honda Classic. In the coming months, both management teams will work together to develop member and guest programs that are mutually beneficial.

“Our strategic alliance with Heritage Golf Group is a logical extension of our efforts to provide PGA TOUR Experiences for our members and guests,” said David Pillsbury, President of PGA TOUR Golf Course Properties. “By harnessing the natural synergies between our companies, we can deliver a better, more valuable golf experience for our collective members and guests. Ultimately, we envision a network of more than 40 affiliated clubs, all of which share similar quality and service standards. This alliance represents a significant step towards making this unprecedented strategy a reality.”

Twenty-five year golf industry veteran Bob Husband, President and Chief Executive Officer of Heritage Golf Group, a current PGA of America member and a former PGA TOUR Player, added, “On behalf of Heritage Golf Group and our more than 1,000 dedicated ambassadors, we are thrilled to work in collaboration with the PGA TOUR to continue our pursuit of providing members and guests with the best possible club experiences, while at the same time preserving the integrity and rich heritage of the game of golf.”

Under the terms of the strategic alliance, in addition to the development of joint programming, Heritage Golf Group will purchase four TPC Network assets. Included in the transaction are the sale of TPC Eagle Trace in Coral Springs, FL; TPC Michigan in Dearborn, MI; TPC Piper Glen in Charlotte, NC; and TPC Prestancia in Sarasota, FL. Under the terms of the sales transactions, which are expected to close sometime in the second quarter of 2007, the clubs will be managed by Heritage Golf Group but will continue to operate under the TPC brand. In addition to their current membership benefits, members of TPC’s and Heritage clubs will enjoy additional access privileges that will add value to their memberships.

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### **About Heritage Golf Group**

Heritage Golf Group, Inc. ([www.heritagegolfgroup.com](http://www.heritagegolfgroup.com) ) began in 1999 with \$100 million in funding provided by the private equity firm, GTCR Golder Rauner, LLC. Since then, the company has grown an impressive portfolio of 16 private and resort golf courses across the country.

The Heritage Portfolio represents some of the most well-known and acclaimed properties spanning California, Texas, Georgia, Florida and South Carolina. The company distinguishes itself by its dedication to unrivaled golf and uncompromising service. Heritage Golf Group is led by Bob Husband, President and CEO.

### **About The TPC Network**

Licensed by the PGA TOUR, the TPC Network is comprised of 22 premier private, resort and daily fee golf properties designed by some of golf's most elite architects. Five of the clubs are operated by affiliates of PGA TOUR Golf Course Properties, Inc. Each TPC has hosted or has been designed to host TOUR-sponsored golf tournaments. Since the TPC Sawgrass first opened its world renowned Stadium Course in the fall of 1980, TPCs have provided the PGA TOUR with rent-free venues for tournaments, helping to boost championship golf purses and increasing charitable donations to grass roots non-profit organizations. At the same time, TPCs have provided recreational golfers with the unique opportunity to test their skills on the same layouts where the world's best golfers compete.

Distinctive in character but consistent in quality, TPCs are known for their outstanding conditioning and amenities, as well as a commitment to environmental excellence. To date, 21 of the 22 TPCs are certified as Audubon International Cooperative Sanctuary Systems. The TPC Network is also distinguished by its unwavering commitment to further the PGA TOUR's giving back mission through support of charitable and community-based programs. For more information, please visit [www.tpc.com](http://www.tpc.com).

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## **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 2007, the three Tours will compete in approximately 110 events for approximately \$340 million in prize money. Tournaments are being held in six countries outside the U.S. and in 36 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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