



FOR IMMEDIATE RELEASE

Heritage Golf Group Reaches 30 Club Milestone in Three Years

Acquires Inverness Country Club and Riverchase Country Club in Birmingham, AL.

Birmingham, AL – March 30, 2023 – Heritage Golf Group, the fastest-growing owner and operator of golf and country clubs in the US, continues to expand its portfolio. Since it was launched in 2020, Heritage has acquired a total of 30 well-located private country clubs, high-end daily-fee, and resort courses in the eastern, central, and Rocky Mountain regions of the US. Heritage has enthusiastically entered the Birmingham, Alabama market with the acquisition of Inverness Country Club and Riverchase Country Club.

“We are extremely excited to be in the Birmingham market as it continues to be a growing metropolitan area with vibrant suburbs and a downtown renaissance underway,” said Mark Burnett, President & CEO, Heritage Golf Group. “Inverness Country Club and Riverchase Country Club are both full service private clubs in large residential communities that will complement our growing network of clubs. We look forward to working with the Members and Staff to enhance the Member and Guest experiences.”

Inverness Country Club’s par 71, 18-hole Championship golf course was designed by George Cobb, and features an outstanding practice facility, championship miniverde greens and a set of junior tees. Inverness recently hosted the annual Patriot Shootout of Alabama by the Folds of Honor Foundation. The 23,000 square-foot, award-winning clubhouse was recently renovated with a full-service restaurant and an outdoor patio with multiple private event spaces including a ballroom capable of seating up to 300 guests. Additional amenities include a 4,000 square-foot fitness center with state-of-the-art equipment, a group exercise studio, a private Pilates studio and a childcare center. The tennis facility has been recently renovated and expanded, featuring 13 Har-Tru courts and three US Open blue hard courts. The club also has three separate pools including a family pool, a lap pool and a kid’s pool with cabanas.

Riverchase Country Club will immediately begin a multi-million dollar golf course and clubhouse phased renovation. The par 72, 18-hole Championship golf course will undergo an extensive capital improvement program, including a golf course greens renovation project, irrigation system upgrade and new course and practice range amenities. Phase II will include indoor and outdoor food and beverage clubhouse enhancements. Since 1976, the course has hosted several high-profile events, including the SEC Women’s Golf Championship, the Alabama State Four-Ball Championship, the Alabama State Amateur Championship and many more. The clubhouse covers 35,000-square-feet with both fine and casual dining spaces and a sizable ballroom capable of seating up to 250 guests. Riverchase features amenities such as a fitness center with updated equipment, 15 lighted tennis courts, 12 soft clay courts, three hard surface courts, a 6,000-square-foot tennis shop and four new pickleball courts. The club also has a newly renovated swimming pool with expansive decking, snack bar, and water slide.

About Heritage Golf Group

Since purchasing Heritage Golf Group in January 2020, the current ownership and leadership team has grown the company to include 30 clubs across the US. With its home office in Northern Virginia, just outside Washington DC, Heritage’s 30 clubs are in Alabama, Colorado, Florida, Georgia, Illinois,

Missouri, New Jersey, New York, North Carolina, South Carolina, Virginia, Michigan, and Wisconsin. The company continues to grow by acquiring a mix of private country clubs in residential communities, member-owned clubs with growth potential seeking strategic alternatives, and premium daily-fee and resort golf properties in major resort destinations and metropolitan markets. Guided by the principle of evolving the golf experience to the highest level, each individual club's amenities and operational systems are tailored to augment its unique assets. For more information, please visit www.heritagegolfgroup.com.

###

Media Contact: Mary Moore, Heritage Golf Group
Phone: 703-570-4955
mmoore@heritagegolfgroup.com

Maureen Richardson, River Communications
Phone: 914-686-5599
mrichardson@riverinc.com