



FOR IMMEDIATE RELEASE

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**HERITAGE GOLF GROUP JOINS FORCES WITH THE TPC NETWORK
TO SUPPORT THE FIRST TEE CAMPAIGN FOR 10 MILLION YOUNG PEOPLE**

SAN DIEGO, CA – Heritage Golf Group, Inc. and the Heritage Golf Group Collection of Clubs joins forces with PGA TOUR’s TPC Network to host a series of fundraising events benefiting The First Tee – a non-profit youth development organization that promotes character-building among young people through the game of golf.

The “Tee It Up for The First Tee” fundraising initiative is part of The First Tee Campaign for 10 Million Young People, a comprehensive effort to raise \$100 million which will enable the organization’s character education and life skills programs to positively influence 10 million more young people between now and 2017. Heritage Golf Group is proud to be a part of the 115 participating golf courses across the country.

In April 2012, Heritage Golf Group’s private clubs will open their doors to non-members on one or more designated days, with green fee proceeds donated to the Campaign. For a list of participating golf clubs, information on fundraising activities, to book a tee time or to make online donations to The First Tee, please visit www.thefirsttee.org/campaign.

The First Tee Campaign for 10 Million Young People will culminate October 7-8, 2012, with a golf event at Pebble Beach that will include lead donors to the Campaign playing alongside PGA TOUR, LPGA and Champions Tour players.

For more information on The First Tee and its Campaign for 10 Million Young People, please visit www.thefirsttee.org/campaign.

About The First Tee

The First Tee (www.thefirsttee.org) is a 501(c)(3) non-profit youth development organization whose mission is to impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf. With its home office at World Golf Village in St. Augustine, Fla., The First Tee reaches young people on golf courses, in elementary schools and on military installations.

Since its inception in 1997, The First Tee has introduced the game of golf and its values to more than 6.5 million young people in all 50 United States and six international locations. The First Tee is an initiative of the World Golf Foundation and its Founding Partners are LPGA, the Masters Tournament, PGA of America, PGA TOUR and the USGA. Former President George W. Bush serves as honorary chair.

About Heritage Golf Group

Heritage Golf Group (www.heritagegolfgroup.com) began in 1999 with funding provided by the private equity firm, GTCR Golder Rauner, LLC. Since then, the company has grown an impressive portfolio of private and resort golf clubs around the country. The Heritage portfolio represents some of the most well-known and acclaimed properties spanning Texas, Georgia, Florida, Michigan, North Carolina and South Carolina. The company, led by President and CEO Bob Husband, distinguishes itself through its dedication to unrivaled golf and uncompromising service.

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About the TPC Network

Licensed by the PGA TOUR, the TPC Network is comprised of 33 premier private, resort and daily fee golf properties designed by some of golf's most elite architects. Eighteen 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 TPC Sawgrass first opened its world-renowned PLAYERS 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.

TPCs are known for their outstanding conditioning and amenities, as well as a commitment to environmental excellence. The TPC Network is also distinguished by its unwavering commitment to further the PGA TOUR's

"Together, anything's possible" giving back mission through support of charitable and community-based programs. For more information, please visit www.tpc.com.

About GolfNow.com

GolfNow.com is the Internet's largest and most comprehensive online tee time reservation service. Using leading edge technology, GolfNow.com offers golfers more ways to stay connected to their favorite courses and tee times through the web, e-mail and a mobile feature. Golfers can go online 24/7, choose a course, and pick a tee time deal that fits their schedule and budget and book the tee time. Since its launch in 2001, GolfNow.com has expanded to more than 80 markets in North America and the U.K. and now provides tee time access to more than 3,600 courses for more than 1.1 million registered users. GolfNow.com is powered by Golf Channel, which is seen in more than 120 million homes world-wide through cable, satellite and wireless companies, as well as by GolfChannel.com, a leading golf destination on the Internet. GolfNow.com is part of GolfChannel.com's online platform of Internet sites designed to help the recreational player enjoy every aspect of the game.

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