

FOR IMMEDIATE RELEASE

MARCH 11, 2015

FOR INFORMATION

RICK SHOEMAKER (843) 415-1930

**THE HERITAGE GOLF COLLECTION ON HILTON HEAD ISLAND
ANNOUNCES NEW DIRECTOR OF OPERATIONS**

HILTON HEAD ISLAND, SC – Heritage Golf Group is pleased to announce the appointment of Rick Shoemaker as Director of Operations for The Heritage Golf Collection on Hilton Head Island, South Carolina. Rick comes to this position as a Senior Executive, Board Member of National Alliance for Accessible Golf (NAAG), and PGA Professional with over 25 years of experience in the golf industry, leading teams at premier private facilities as well as TOP 100 resort properties. Through his ability to blend the service expectations typically reserved for members with the casual atmosphere of a resort, Rick has lead successful start-up and turn-around operations throughout his career.



Prior to The Heritage Golf Collection on Hilton Head Island, Rick served as the Chief Operating Officer (COO) for PGA TOUR Experiences in Ponte Vedra Beach, Florida. In this role he improved operational efficiencies through the implementation of leading technology including new websites, e-marketing platforms, reservation systems and cutting-edge marketing strategies that maximized the performance of the team and business overall. From 2007 to 2012, he served as the Director of Revenue for PGA TOUR Golf Course Properties where he focused operations on being proactive and driving revenue through consolidated programs, initiatives, pricing strategy and by identifying and creating new revenue opportunities during the industry's most challenging conditions. Rick also spent over ten years in the Myrtle Beach resort market as General Manager of TPC Myrtle Beach and in management roles at International World Tour Golf Links and Tidewater Golf Club.

In this new role, Rick is responsible for the daily operations and operating results of The Heritage Golf Collection of resort properties on Hilton Head Island, including Oyster Reef Golf Club, Palmetto Hall Plantation Club, Port Royal Golf & Racquet Club and Shipyard Golf Club. When asked what attracted him to the position, Rick stated, "I am excited to join Heritage Golf Group and the Hilton Head team at a time when the community is committed to revitalizing the Island as a whole. I hope to continue those efforts with our four properties and deliver an experience we all can be proud of on the Island." Davis Sezna, Heritage Golf Group Managing Partner, added, "Having Rick Shoemaker join our Heritage Golf Group team further demonstrates our commitment to building an unprecedented management team and creative expertise in the golf world."

For additional information on the Heritage Golf Collection on Hilton Head Island, please call **1-800-2-FIND-18** or visit www.hiltonheadgolf.net

THE HERITAGE GOLF COLLECTION ON HILTON HEAD ISLAND

The Heritage Golf Collection (www.hiltonheadgolf.net) features a group of four premier golf clubs including seven award-winning golf courses and 135 holes of golf on Hilton Head Island, SC. Owned and managed by Heritage Golf Group, The Heritage Collection includes Port Royal Golf & Racquet Club, Shipyard Golf Club, Palmetto Hall Plantation Club and Oyster

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Reef Golf Club. The Heritage Collection distinguishes itself through its dedication to *"Unrivaled Golf, Uncompromising Service, and Unforgettable Experiences."*

ABOUT HERITAGE GOLF GROUP

Heritage Golf Group (www.heritagegolfgroup.com), established in 1999, is a leading owner and operator of premier private, resort, and daily fee golf properties across the United States. The Heritage Golf Group portfolio represents some of the most well-known and acclaimed golf properties spanning Florida, South Carolina, Georgia, Virginia, and Texas. The company, led by Managing Partners Bob Husband and Davis Sezna, distinguishes itself through its dedication to *"Unrivaled Golf, Uncompromising Service, and Unforgettable Experiences"* with over 150 years of collective experience as business professionals and golfers. In April 2014, Heritage Golf Group was recapitalized by an investment from Tower Three Partners.

ABOUT TOWER THREE PARTNERS

Tower Three Partners (www.towerthreepartners.com) is a leading operationally-oriented private equity firm that invests in a concentrated portfolio of U.S.-based middle market companies. With long-term committed capital from major institutional investors and a senior management team that collectively has decades of experience revitalizing businesses, the firm targets equity investments of \$50M to \$150M that provide a catalyst for growth.

Alongside management, Tower Three Partners prioritizes and implements transformative changes in operations, strategy, growth and/or capital structure to significantly improve business performance. Related to the recapitalization, and operating from a strong financial position, Heritage Golf Group is actively engaged in identifying and acquiring top tier golf properties. Heritage Golf Group is also further upgrading the experience of Members and Guests through improvements across the portfolio.

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