



FOR IMMEDIATE RELEASE

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Heritage Golf Group and PGA TOUR's TPC Network of Clubs Join Forces To Expand Privileges For Private Club Members Nationwide

SAN DIEGO, CA –Heritage Golf Group and the PGA TOUR's TPC Network announced today that they have expanded TPC Passport, a premium concierge program designed to deliver the consummate golf experience for private club members within the TPC Network of Clubs as well as The Heritage Collection nationwide. The newly enhanced TPC Passport Program now includes three tiers of benefits through TPC Passport Platinum, TPC Passport Gold and TPC Passport. Each level of TPC Passport offers a distinct array of privileges, services and preferred pricing, enabling members to join locally and play nationally at some of the finest clubs and resorts in the country.

“We are pleased to roll-out the newly enhanced TPC Passport Program, which will help elevate the private club experience for our members both at home and away,” says John Huggins, senior vice president of operations at PGA TOUR Golf Course Properties. “Each new level of the program has been designed to better suit the needs and expectations of our members, adding significant value to existing memberships at the local level and expanding privileges throughout a nationwide network of legendary clubs and resorts boasting the highest quality and service standards in the golf industry.”

“As part of our strategic alliance with the PGA TOUR, the newly enhanced TPC Passport Program will help us deliver on our promise to provide our members with unrivaled golf and uncompromising service,” said Bob Husband, president and CEO of Heritage Golf Group.

Depending on the benefit level, TPC Passport offers such privileges as access to and/or complimentary green fees at some of the county's premier golf courses and resorts; online advanced reservation for members and their guests; preferred pricing at TOUR Academy teaching facilities; preferred pricing at exclusive golf vacation packages; preferred pricing at PGA TOUR tournaments; and on-site concierge services for members and their guests.

About Heritage Golf Group

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

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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 2008, the three Tours are competing in approximately 108 events for approximately \$355 million in prize money. Tournaments are being held in nine countries outside the U.S. and in 37 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 and the company is headquartered in Ponte Vedra Beach, FL.

About The TPC Network

Licensed by the PGA TOUR, the TPC Network is comprised of 28 premier private and resort golf properties designed by some of golf's most elite architects, 17 of which are operated by the PGA TOUR. Each TPC has hosted or has been designed to host TOUR-sponsored golf tournaments.

Since the 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.

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, all TPCs operated by the PGA TOUR 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.

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