

FOR IMMEDIATE RELEASE

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FOR INFORMATION

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HERITAGE GOLF GROUP ANNOUNCES NEW DIRECTOR OF PROJECT MANAGEMENT

San Diego, CA. – Heritage Golf Group is pleased to announce the appointment of Chris Calloway as their new Director of Project Management. Chris steps into this position with more than 11 years of leadership experience in the hospitality and restaurant industry.

Calloway, a University of North Carolina at Chapel Hill graduate, has a passion for hospitality and strategic planning. After graduating with a Bachelor's Degree in Economics in 2003, Calloway founded Calloway Consolidated Group, Inc., a restaurant franchise. Calloway, who served as President, opened 14 new restaurants over seven years in the Jacksonville, Florida area. He was responsible for all aspects of business development, including site construction and day-to-day operations. Calloway and his franchises received numerous awards, including the "Top Franchisee Award" and "Top Customer Service Award" in 2009, as well as The Jacksonville Business Journal's "Fastest Growing Private Company in Jacksonville" award for two consecutive years in 2010 & 2011. Calloway was also awarded "40 under 40", a prestigious award given to select influential young business leaders, by the Jacksonville Business Journal. Calloway sold his franchises in 2012 to open Taqueria Del Sol, a Mexican restaurant which serves made from scratch southwestern and Mexican cuisine. He managed all aspects of Business Operations at Taqueria Del Sol including strategic planning, franchise consulting, and account management. Recently, Calloway sold Taqueria Del Sol and joined Heritage Golf Group as their new Director of Project Management. "I am encouraged by the team being assembled at Heritage Golf Group and was excited to marry my passion for hospitality with my love of the game of golf," said Calloway.

As the Director of Project Management, Calloway is responsible for construction and renovation projects that will enhance the Heritage Golf Group collection of properties. He will also assist in the design and layout of service related aspects of the clubs. Calloway added, "I am excited to play a role in Heritage Golf Group's vision to create premier golf properties. Our team's emphasis on service and hospitality will transform the overall experience for our Guests and Members. We want a Heritage Golf Group property to provide not only outstanding golf, but also an unforgettable experience."

Davis Sezna, Heritage Golf Group Managing Partner, added, "Chris possesses a passion for the business with a proven track record of delivering progressive concepts. His professional successes – as well as his unique perspective – will enable Heritage Golf Group properties to revolutionize the conventional concept of our clubs, delivering an entirely new, one-of-a-kind experience for our members and guests."

Calloway's strong background in finance and account management, as well as his intricate knowledge of retail operations and hospitality, will enhance the already impressive team at Heritage Golf Group and drive profits for the Heritage Golf Group private clubs and resort properties. "We are confident that Chris will complement our efforts to continue to be an innovative leader in the golf industry," said Bob Husband, Heritage Golf Group Managing Partner. "We expect that he will be an integral part of our future success."

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 portfolio represents some of the most well-known and acclaimed golf properties spanning Florida, South Carolina, Georgia, and Texas. The company, led by Bob Husband and Davis Sezna, Managing Partners, 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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