



FOR IMMEDIATE RELEASE

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**PGA TOUR AND HERITAGE GOLF GROUP RAISE MORE THAN \$1 MILLION
FOR U.S. TROOPS AND THEIR FAMILIES**

SAN DIEGO, CA – Continuing their long-standing commitment to make a difference in the communities where their golf clubs are located, the PGA TOUR and Heritage Golf Group, Inc. collaborated in 2008 to raise more than \$1 million for six military homefront groups that directly serve military men and women and their families, as part of PGA TOUR Charities, Inc.'s Birdies for the Brave program. Funds were raised during 16 charity golf tournaments, silent auctions, and accompanying fundraising activities conducted at the TOUR's TPC Network of private and resort clubs, as well as Heritage Golf Group's collection of premier clubs nationwide.

Proceeds will benefit military homefront groups that are supported by PGA TOUR players, including Homes For Our Troops supported by Phil Mickelson; Special Operations Warrior Foundation supported by Phil Mickelson; Intrepid Fallen Heroes Fund supported by TOUR Rory Sabbatini; Naval Special Warfare Foundation supported by Jerry Kelly; Wounded Warrior Project supported by Frank Lickliter, Nick Watney and Jason Gore; and Operation Homefront supported by Corey Pavin.

"We are extremely proud to support the courageous men and women of our Armed Forces and their families. Their innumerable sacrifices allow for the preservation of freedom of all Americans," said David Pillsbury, President of PGA TOUR Golf Course Properties. "We are indebted to our PGA TOUR players and sponsors for their outpouring of support, without which, this program would not be possible."

"As part of our strategic alliance with the PGA TOUR, we are very proud to have the opportunity to support the members of our Armed Forces and their families. Together, we can help make a difference in the lives of U.S. troops, who perform selfless acts of bravery on a daily basis," said Bob Husband, President and CEO of Heritage Golf Group.

Both Pillsbury and Husband have had the unique experience of visiting troops stationed in Iraq and Afghanistan, an opportunity that has further galvanized their commitment to enhance fundraising efforts in 2009 and beyond. Twenty Birdies for the Brave events have been scheduled for 2009, with a goal of raising more than \$2 million for military homefront groups.

The Birdies for the Brave concept was originally created by TOUR player Phil Mickelson and his wife, Amy, to support troops injured during combat. For each birdie or eagle made on TOUR throughout the season, a contribution of \$100 for a birdie or \$500 for an eagle is donated to Homes For Our Troops and Special Operations Warrior Foundation.

Since the program's inception, Birdies for the Brave has grown to include a variety of military outreach efforts, including military celebrations held during PGA TOUR tournaments; letter-writing campaigns for the troops; the distribution of care packages to troops stationed abroad; and fundraising events at the PGA TOUR's TPCs. Through support of charitable and community-based programs, fans, club members, sponsors, and the general public have the opportunity to support military men and women and their families, while simultaneously playing the same sensational golf courses where the world's best golfers compete. For more information, visit www.pgatour.com/birdiesforthebrave.

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About PGA TOUR Charities, Inc.

Giving back is at the heart of the PGA TOUR and PGA TOUR Charities. PGA TOUR Charities, Inc. is a non-profit charitable organization recognized under Section 501(c)(3) of the Internal Revenue code. It was established in 1985 to generate funds for donation to and support of other qualified charitable organizations. Contributions to PGA TOUR Charities, Inc. are tax deductible to the extent permitted by law. In addition to Birdies for the Brave, other fundraising efforts of PGA TOUR Charities include THE PLAYERS Foundation and its charitable endeavors, U.S. Golf Tsunami Relief Fund and Hurricane Katrina Relief Fund, Champions Tour for the Cure, 9/11 relief efforts and the provision of free junior golf clinics for disadvantaged children.

About the PGA TOUR

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to expand the PGA TOUR domestically and internationally so as to substantially increase player financial benefits while maintaining our commitment to growth in charity and integrity to the game.

In 2009, the three Tours compete in 102 events for more than \$350 million in prize money. Tournaments will be held in 10 countries outside the U.S. and in 35 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 Heritage Youth Foundation

Heritage Golf Group is committed to delivering a world-class golf experience. For Heritage, this experience includes being a valued, respected and responsible company supporting programs that immediately and positively impact local communities where our members and employees live, work and play. Heritage Youth Foundation is a non-profit charitable organization recognized under Section 501(c)(3) of the Internal Revenue code. The Heritage Youth Foundation was founded in 1999 by Bob Husband, President and CEO of Heritage Golf Group. Heritage Golf Group, through the Heritage Youth Foundation, proudly and actively supports varied charitable programs. Among the many organizations that the Heritage Youth Foundation contributes to are the Birdies for the Brave, Girl Scouts of America, Make-a-Wish Foundation, Ronald McDonald House, Kids in Distress of Florida, UCSD Christini Fund and many more.

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 clubs around the country. The Heritage portfolio represents some of the most well-known and acclaimed properties spanning California, Texas, Georgia, Florida, Michigan, North Carolina and South Carolina. The company, led by Bob Husband, President and CEO, distinguishes itself through its dedication to unrivaled golf and uncompromising service.

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