



FOR IMMEDIATE RELEASE

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**HERITAGE GOLF GROUP ANNOUNCES TPC TAMPA BAY NAMED
AMONG 100 BEST GOLF SHOPS FOR 2011**

SAN DIEGO, CA. - Heritage Golf Group is pleased to announce that TPC Tampa Bay was recently named among *Golf World's* 100 Best Golf Shops for 2011. The 100 Best consists of 25 shops in each of four categories: private, resort, public and off-course. TPC Tampa Bay, located in Lutz, FL, ranked among the 25 clubs that won in the public sector.

Golf World's annual competition is intended to recognize those retailers (both on- and off-course) who excelled and earned a place among *Golf World's* 100 Best Golf Shops. The 2011 competition was judged by the Association of Golf Merchandisers and *Golf World* senior editor E. Michael Johnson. The nominated shops ranged in size from a few hundred to more than 20,000 square feet, but each golf shop was selected for their notable offering of fresh merchandise, sound advice, inviting displays and top notch service.

“We are honored to be named among *Golf World's* 100 Best Golf Shops for 2011,” said Brady Boyd, General Manager of TPC Tampa Bay. “Being recognized by this prestigious competition is a true testament of the hard work and dedication of our golf shop team who strive daily to provide our Members and guests with unrivaled golf and uncompromising service.”

TPC Tampa Bay features an 18-hole stadium course designed by Bobby Weed with Chi Chi Rodriguez as the PGA TOUR Player Consultant. Opened in 1991 and playing from close to 7,000 yards, the course hosts the Outback Steakhouse Pro-Am, a Champions Tour event, every April. The facility was recently ranked the 13th Best Public Golf Facility in America in the 2010 *Golf World* Reader's Choice Awards, moving up from its ranking as the 18th Best Public Golf Facility in 2009. TPC Tampa Bay has been certified as an Audubon Cooperative Sanctuary since 1997.

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 Bob Husband, President and CEO, distinguishes itself through its dedication to unrivaled golf and uncompromising service.

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