



FOR IMMEDIATE RELEASE

Heritage Golf Group Acquires River Club of Mequon

MEQUON, WISCONSIN – July 16, 2020 – Heritage Golf Group announced the purchase of the River Club of Mequon, a private Country Club located 25 minutes north of Milwaukee. River Club is the seventh property to join the Heritage Golf Group portfolio of private country clubs and public golf courses this year.

“River Club of Mequon is an exceptional, family-oriented, full-service club – a profile that fits nicely into our overall growth strategy to invest in high quality private clubs in community environments,” said Mark Burnett, CEO and President. “We look forward to creating an environment that reflects what current and prospective members want and expect from the club experience.”

Chris Stewart serves as the new general manager at the River Club of Mequon. He has over 20 years of general manager experience at a number of corporate-owned and privately-owned clubs across the United States.

“I am excited to join the Heritage Golf team and look forward to a new chapter for the River Club of Mequon,” said Stewart. “We are committed to providing excellent product quality and personalized service for all Members and their guests.”

Club management has conducted focus groups with members to better understand the membership, club and community, and to assist with planned long-term capital improvements.

“We appreciate the personal touch the executive team of Heritage has shown by hosting focus groups to learn about our members, club and community. They have an insightful and enthusiastic vision for our club,” said Chris Doughty, club member along with his wife Deb for the past 16 years. Deb Doughty added, “We look forward to the opportunity to continue to work together to ensure we create the best family club in the community.”

The Club features a 27-hole championship golf course, six tennis courts, a junior Olympic pool with a splash pad for all ages, two golf simulators for year-round golf and a spacious kid's Activity Center/Playdium, plus a fitness center. Members have several options for dining. The Aftermath provides the perfect place for golfers and tennis players to meet before or after a game of golf or their match play. The Sunset Deck is a gathering place to meet friends for lunch or dinner to enjoy the view of the golf course and soak up the sunset. The *nines* restaurant offers a unique setting for farm-to-table foods in a casual, relaxed atmosphere (reopening in August). The Club's one-of-a-kind banquet hall boasts the grandest event facility in Wisconsin with panoramic views and state of the art computerized lighting that can dazzle up to 500 guests.

About Heritage Golf Group

Founded in 1999, Heritage Golf Group is an innovative, industry-leading hospitality company operating premier private, resort and daily fee golf properties spanning Florida, South Carolina, Virginia, and now Wisconsin. Guided by the principle of evolving the golf business experience to the highest level, each individual club's amenities and operational systems are tailored to augment its unique assets. For more information, please visit www.heritagegolfgroup.com.

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