

FOR IMMEDIATE RELEASE

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FOR INFORMATION

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HERITAGE GOLF GROUP TOTALS MORE THAN \$12 MILLION IN RENOVATIONS & IMPROVEMENTS DURING 2015

Charlotte, NC – Backed by the financial strength of Tower Three Partners, an operationally oriented private equity firm, Heritage Golf Group – an innovative hospitality company and owner/operator of premier private, resort and daily fee golf properties across the United States – has finalized a yearlong \$12 million renovation process involving eight properties in four states. From new restaurants and clubhouses, to the addition of luxury cottages and golf course improvements, guests will experience significant enhancements that are all a part of Heritage Golf Group’s plan to create premier golf properties on the cutting edge of tradition.

In collaboration with the project management team, CEO and Partner, Davis Sezna, identified areas of each golf course property in the boutique group’s portfolio that needed to be added, renovated or completely rebuilt to elevate the clubs to the standard of excellence that Heritage Golf Group embodies.

"Our approach to hospitality is defined by a passion to exceed people's expectations through authentic and memorable experiences," said CEO Davis Sezna. "While we will always be rooted in the tradition of golf, our aim is to surprise and excite guests with unexpected amenities, creating environments where people build lifelong friendships and memories. Whether that's getting off the golf course for a wine tasting, playing beach volleyball, attending a black tie dinner event, or enjoying a pig pickin' BBQ in their favorite blue jeans, our clubs are committed to providing fun for all."

Enhanced properties include The Dominion Club in Richmond, VA; Port Royal Golf Club, Palmetto Hall Plantation, Oyster Reef Golf Club and Shipyard Golf Club in Hilton Head Island, SC; Champions Retreat in Evans, GA.; TPC Tampa Bay in Lutz, FL.; and TPC Prestancia in Sarasota, FL.

Heritage Golf Group’s most transformative renovations were the two new restaurant concepts created at TPC Tampa Bay (Lutz, FL) and Oyster Reef Golf Club (Hilton Head Island, SC). Heritage Golf Group’s award-winning Chief Culinary Advisor, Chef Michael Toscano acted as the



culinary lead at both ¡Cuatro and LagerHead Tavern. The former Thomas Keller and Mario Batali apprentice helped write and introduce the new menu concepts and assisted in training the culinary teams for both locations.

¡Cuatro at TPC Tampa Bay involved a \$1.4 million dollar total renovation project that remodeled the old clubhouse into a modern New-American restaurant overlooking the lush landscape and tranquil lagoons of the 18th hole. World-renowned architect Alberto E. Alfonso reimagined the space along clean, contemporary lines, blending its identity as seamlessly as the restaurant combines international culinary heritages in exciting dishes on the menu. The lobby and shop also received architectural modifications, fresh paint, lighting fixtures, furniture and artwork.

The \$550,000 conversion of the old Oyster Reef clubhouse into LagerHead Tavern encompassed a complete overhaul of the interior of the building. Every detail from décor and interior architecture to the menu and service styles was thoughtfully redeveloped, creating an ideal place for friends and families to gather, socialize, relax and enjoy local cuisine with an assortment of craft beers, signature cocktails and charming Southern hospitality.

Champions Retreat (Evans, GA) focused on the addition of the Party Barn, a 10,000 sq. ft. event facility inspired by the simple and honest charm that embodies the property, scheduled to be unveiled during Masters Week in April 2016. Enriched with authentic rough sawn pine walls, bucolic dining tables, plush leather couches and upholstered chairs, ornate chandeliers and a grand fireplace, the Party Barn will be an idyllic location for hosting corporate events, weddings, dinners, or just a good old-fashioned casual party with dancing and Champions' signature BBQ. A gourmet full-service catering kitchen and comprehensive A/V capabilities add to the amenities that enable Champions Retreat to customize the Party Barn experience to match the specific needs of their clientele, from intimate gatherings to large groups.

In addition to the Party Barn, Heritage Golf Group completed the signature Sweetwater Cottage at Champions Retreat, adding to the collection of 16 luxury cottages available to its members and guests. The \$1.2 million, 4,200 sq. ft. home was constructed in April 2015 and features eight master suites, an open gourmet kitchen and living area and a wealth of entertainment space. A fireplace, fire pit and porch overlooking the golf village complement the rustic sensibilities of this smartly designed home. All club-owned cottages also received updates in the form of flooring, appliances, painting, décor and landscaping.

The Bluff Overlook, a newly constructed bar and event space, is located above the main Grille House at Champions Retreat. Formerly an empty room utilized only for staff meetings, interior renovations included wood flooring, leather couches, a bar and authentic whiskey barrels from Jack Daniels, repurposing the area into a grille and bar. Guests can now grab a cocktail or a bite to eat, and enjoy cigars on the adjacent patio overlooking the golf course. Champions Retreat has also installed all new irrigation and drainage systems on the Island and Bluff courses, as well as extensive tree management landscaping on the edges of all three courses.

Port Royal Golf Club, Palmetto Hall Plantation, Oyster Reef Golf Club and Shipyard Golf Club (Hilton Head Island, SC) all received clubhouse renovations including lobby upgrades and updated retail shops. Golf course improvements were made at all four clubs including new bunkers, sodding, greens and tree removal.

Additional improvements include clubhouse renovation work, new cart paths, and a new state-of-the-art pump house to improve irrigation at TPC Prestancia (Sarasota, FL). The Dominion Club (Richmond, VA) went through a clubhouse renovation and major bunker renovation project. The club also improved old cart paths and renovated restrooms on the golf course.

The renovations and new developments are a direct result of Heritage Golf Group's ongoing commitment to exploring possibilities and providing creative hospitality experiences its members and guests. For more information about Heritage Golf Group, including a full list of properties visit www.heritagegolfgroup.com.

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ABOUT HERITAGE GOLF GROUP

Heritage Golf Group (www.heritagegolfgroup.com), established in 1999, is an innovative, industry leading hospitality company and owner/operator of premier private, resort and daily fee golf properties spanning Florida, South Carolina, Georgia, Virginia, and Texas. Guided by the principle of evolving the private club and golf business experience to the highest level, each individual club's amenities and operational systems are tailored to augment their one-of-a-kind assets. With a commitment to delivering memorable experiences to its members and guests, the company is constantly expanding their team of experts in operations, golf, culinary, lodging, fitness, agronomy and special events. Backed by the financial strength of Tower Three Partners, an operationally oriented private equity firm, Heritage Golf Group is uniquely poised to expand through the acquisition of a tightly focused and selective group of first-class clubs. Under the leadership of Davis Sezna (CEO, Partner), Heritage Golf Group embodies the cutting edge of tradition.

For more information about Heritage Golf Group or any of the Clubs in The Heritage Collection, please visit www.heritagegolfgroup.com, email info@heritagegolfgroup.com or call (980) 430-8800.

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.