



For Immediate Release

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World-Renowned Professional Golfer Greg Norman Announces Partnership with LakePoint Sporting Community

EMERSON, GA (October 22, 2013) – Former world number one golfer Greg Norman is bringing his passion for growing the game of golf to the world's largest sporting destination, LakePoint Sporting Community. Norman recently announced that he and his team at Greg Norman Golf Course Design will begin working to design a first-class golf facility within the LakePoint complex. The more than 30 acre facility which is scheduled to open in late 2014 will ultimately include a full-service practice range, a nine-hole par 3 course and a Greg Norman Champions Golf Academy (GNCGA) offering expert coaching and instruction to visitors at LakePoint. Upon completion, the GNCGA facility will be only the second of its kind offering the same level of instruction as its parent facility in Myrtle Beach, South Carolina. The facility in Myrtle Beach, which opened in 2012, is one of the largest golf academies in the United States, offering instruction and training for golfers of all levels and abilities from beginners to low handicap amateurs and professionals from throughout the world.

"I have seen first-hand how the game of golf can change a person's life, and I want to be able to give back experiences and advice to help grow the game" said Hall of Fame golfer Greg Norman. "The academy will provide top-flight instruction and customized programs to help a player at any age, and at any skill level, become a better golfer."

It is expected that Norman's academy will also host many international golfers as he was recently appointed as the Advisory Coach to the China National Golf Team in their bid for the 2016 Olympic Games in Brazil. Norman and his team are creating an extensive program for the China National Golf Team which will include regular visits to GNCGA facilities.

"LakePoint is honored to have one of the finest players of the game of golf as part of our ever growing family of best-in-class partners and brands," said LakePoint Sports Development Partner,



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Judy Sparks. "It is an honor to be the home of a Greg Norman Champions Golf Academy, and we look forward to all of the visitors to this state-of-the-art facility and course."

The Greg Norman Champions Golf Academy at LakePoint will include indoor training bays equipped with V-1 video equipment and the latest swing analysis technology; extensive onsite custom club fitting technology; a Cybex equipped gym; practice greens, bunkers and practice tees, as well as classrooms for on-site and online education programs.

"LakePoint is totally different than any facility in the world, because it offers instruction, education and on-the-field experiences in so many different sports disciplines. So, I could not think of a better place for GNCGA to build our second golf academy in the United States," said Norman.

Norman's design team was on site earlier this summer to identify the best piece of land for the practice range and 9-hole Par 3 course. As a result, the course will be set among the natural rolling terrain of the LakePoint complex, and will offer characteristics similar to other Greg Norman Championship courses throughout the Southeast. A clubhouse and branded restaurant/bar will anchor the facility as a gathering place for both golfers and non-golfers alike looking to enjoy the scenery of the North Georgia mountains. The practice range and par 3 course will also be lit for night play. "The setting at LakePoint will allow us to create a golfing experience and atmosphere similar to what you would find at some of the great courses in the southeastern United States. Combine that with a full service clubhouse, state of the art practice facility and professional level instruction and you've got a very unique amenity within the LakePoint development that will appeal to a wide variety of visitors," said Chris Campbell, SVP of Golf Course Design. The nine-hole course will provide a user-friendly golf experience, with more generous turf areas in order to accommodate golfers of all ages and skill levels.

About LakePoint Sporting Community

Bartow County and the City of Emerson will become the unparalleled sports destination in the world with the development of LakePoint Sporting Community. The development will include 1,200+ acres of sports venues, commercial, retail and entertainment options. To learn more about LakePoint Sporting Community, please click on www.lakepointsports.com. Like us on Facebook at <http://www.facebook.com/lakepointcommunity>.



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About Greg Norman

During his professional golf career, Norman has collected a total of 91 international victories including two British Open Championships and 20 U.S. PGA Tour titles. The same commitment and determination that made Norman the No.1 player in the world for 331 weeks and resulted in a World Golf Hall of Fame induction now propels his multinational company, Great White Shark Enterprises, to similar achievements.

Norman's experience playing many of the world's great golf courses over the span of his 25-year career served as a catalyst to develop his interest in golf course design. First established in 1987, Greg Norman Golf Course Design is today recognized as one of the premier signature golf course design firms in the world. Now headquartered in West Palm Beach, Florida, with a sister facility and personnel in Beijing, China, Greg Norman Golf Course Design has opened 74 courses for play worldwide, with an additional 37 projects in various stages of development. For more information about the Greg Norman and Great White Shark Enterprises, visit www.shark.com.

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