



FOR IMMEDIATE RELEASE

THE GOLF CLUB OF GEORGIA REOPENS AFTER MASSIVE \$35 MILLION RENOVATION

Club's 36 Holes Ranked Among Golf Digest's Top 20 Best Courses to Play in Georgia

Alpharetta, GA, June 2, 2016 - The Golf Club of Georgia reopened to its members today unveiling one of the the most unique private golf clubs in the country. Coupled with the brilliant redesign by architectural firm Kuo Diedrich, owner Ben Kenny moved to take an old, historic golf club into the most technologically advanced golf clubs in the state by adding RoboGolfPro, the revolutionary robotic swing trainer. According to RoboGolfPro, The RoboGolfPro is the only machine in existence that takes your club and physically guides you through a perfect swing allowing you to feel the perfect ergonomic, efficient and physically correct golf swing for your ability and physique.

Ben Kenny considers this to be one of the best investments for the members of The Golf Club of Georgia, "Because it allows the player to actually feel the ideal swing over and over creating muscle memory improving the enjoyment of the game." The Golf Club of Georgia is one of only three private clubs in the country to invest in this type of technology for their members. Kenny says, "The club needs to stay relevant in a competitive market. We have to give our members something that no one else is giving them, and RoboGolfPro was only the beginning."

A new custom phone App is under construction – wait staff with iPads, and a newly designed website viewable on all mobile devices, The Golf Club of Georgia is raising the technology bar to meet the needs of younger members.

Furthering the enjoyment of the game, renowned golf course architect Bob Cupp, set out to upgrade the Creekside Course and then the Lakeside Course. "Our members and their guests have always enjoyed playing our courses, now they love playing our courses because they make better sense." Kenny stated.

The clubhouse was brought down to the studs meticulously rebuilding each area into a sophisticated new environment that holds no remembrance of the clubs past architecture. "The history and majesty of this club remains the same," Jacqueline Welch, VP of Operations remarked. "We would not be sustainable without providing luxury amenities and installing technical assets for our current and future members. We embarked on a project to design a new

club which includes an all-encompassing social element, something this club has never had in the past and desperately needed."

The new Greenside Tavern and Patio, the indoor/outdoor bar, makes a powerful statement and sets the tone for the rest of the club as soon as you walk through the doors. This chic new setting draws your eyes to the wondrous outdoors with fire pits, comfort seating, and spectacular views of the golf course. "I expect the Greenside Tavern to be the new 'it' place for unwinding and great social activities for our members," Jacqueline stated.

With two championship golf courses and a new state-of-the art clubhouse and amenities focusing on the art of enjoyment with the addition of RoboGolfPro and all new event spaces, incredible new dining facilities, and a new wine tasting room, The Golf Club of Georgia will be all you'll ever need or want in a private club membership. For more information, please visit www.GolfClubofGeorgia.com

About The Golf Club of Georgia

The Golf Club of Georgia is a private golf club located in Alpharetta, GA, just off the expanding 400 Corridor. The club opened in 1991 and features the Lakeside and Creekside courses, both consistently ranked annually by Golf Digest as two of the Top 20 Courses to Play in Georgia. In 2016, the club unveiled a \$35 million renovation with improvements throughout the entire property, including additions to the 53,000 square foot clubhouse. The Golf Club of Georgia is home to the prestigious Georgia Cup, an annual golf match pitting the reigning United States and British Amateur champions prior to their appearance at the Masters. The club is also home to the Collegiate Championship which annually brings 15 of the nation's top college teams to the club for a three-day, 54-hole tournament that has been called "the Masters of college golf." For more information, visit: www.GolfClubofGeorgia.com.

Contact:

Phil Werz

The Golf Club of Georgia

Director of Membership & Advertising

pwerz@golfclubofgeorgia.com